



**"QUEEN OF NICE"**

It's a nighttime talk show

**"TALKER SETS**

**90s RECORD"**

Rosie O'Donnell  
freak-of-the-week  
Her new show is a  
never bashes anyone.

# NEWS.

- Daily Variety

She mugs. She hugs. She  
plugs. "The Rosie O'Donnell  
Show" is a hit. From  
movies to gangsta rap  
in, nasty's out. Ever  
coming up roses.

O'Donnell likes  
tions and soft guests,  
relief from the old  
style mayhem.

Bros. Domestic  
Television Distribution's "The  
Rosie O'Donnell Show" pre-  
miered Monday to a 4.4 rating  
and 16 share in overnight mar-  
kets - the highest first-day  
numbers for any talkshow in  
the 1990s.

The show, featuring "ER"  
star George Clooney as its first  
guest, was the third-highest-  
rated talker of the day in the 34  
night markets.

It was the perfect marriage  
format and star," said Bill  
VP-director of pro-  
gramming at Katz Television  
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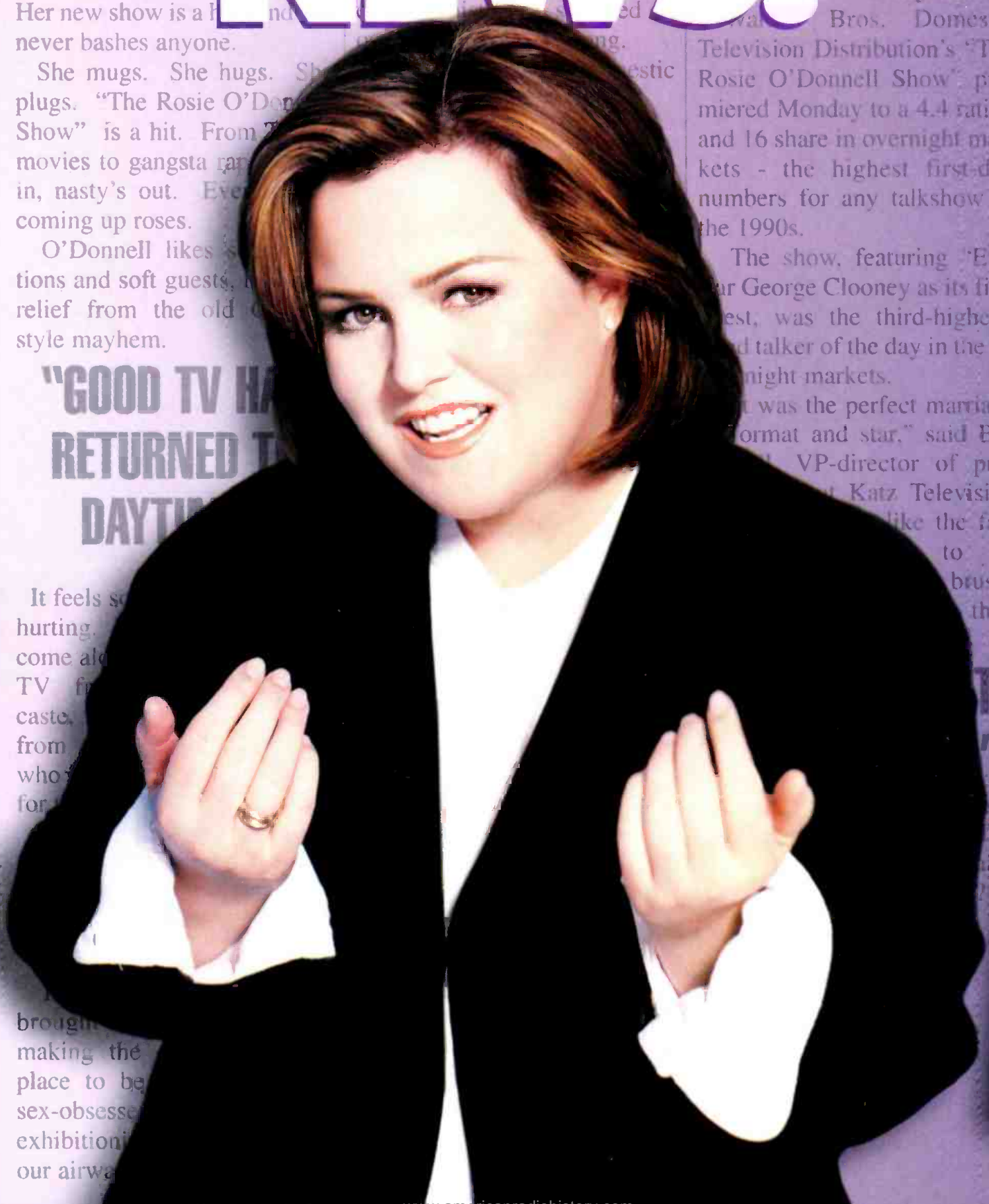
**"GOOD TV HAS**

**RETURNED TO**

**DAYTIME**

It feels so  
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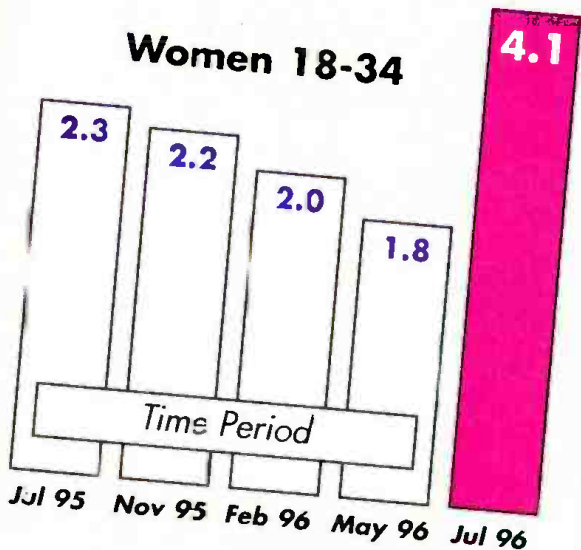


# WORTHY.

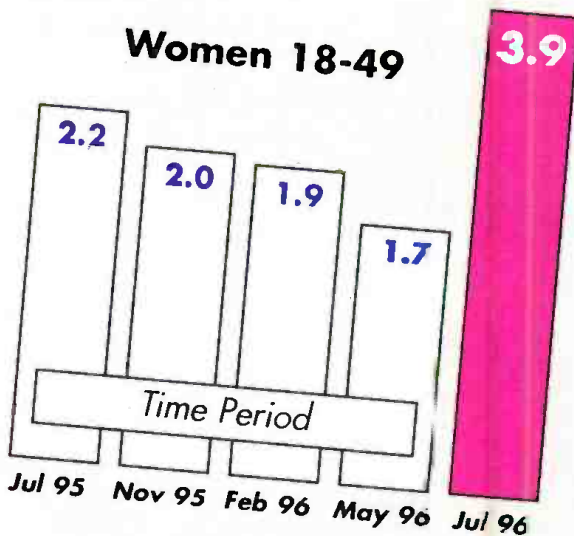
## ROSIE DOUBLES HER EARLY FRINGE TIME PERIODS

Early Fringe Rosie vs. Time Period History

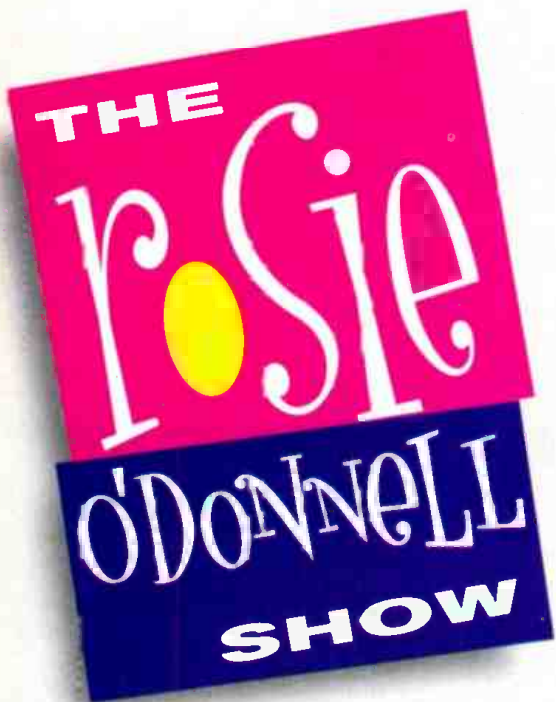
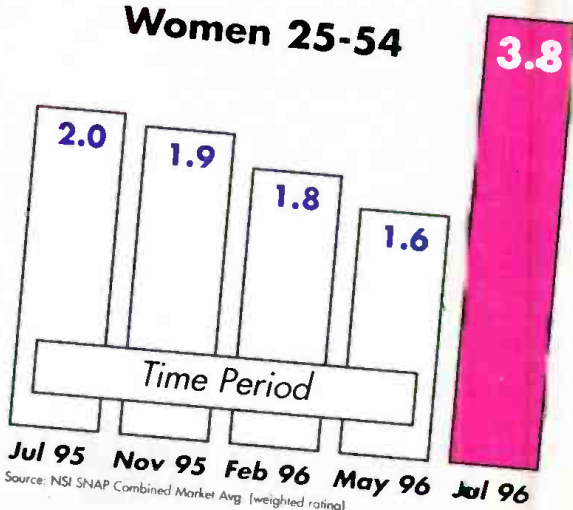
### Women 18-34



### Women 18-49



### Women 25-54



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# Fast Track

Must Reading from

## Broadcasting & Cable

October 7, 1996

### TOP OF THE WEEK / 5

**Mass firings at WCBS-TV news** In an unprecedented move, WCBS-TV abruptly axed its starting lineup of news anchors, as well as two highly paid correspondents recently imported from other stations. / 5



**Westinghouse/CBS is close to consummating carriage deals for Eye on People with four leading cable MSOs, likely including Time Warner, Comcast and Adelphia.** / 12

**Michigan radio station fined** The FCC doled out its first indecency fine in more than two years, hitting wVIC(FM) East Lansing, Mich., with an \$8,000 "notice of apparent liability." The commission found some broadcast excerpts indecent for their references to "sexual and excretory activities or organs in patently offensive terms." / 8

**Sagansky could get Sony TV oversight** Top Sony executives are considering a restructuring plan for Sony Pictures Entertainment that may give Jeff Sagansky oversight of the studio's television operations. Speculation was fueled by the resignation of Alan Levine, president of Sony Pictures Entertainment, following months of turmoil and executive turnover within Sony's film units. / 16

**DARS auctions will help underwrite federal agencies** President Clinton signed into law a bill to fund the Commerce Department, the FCC and other agencies—funding partially provided by expected revenue from digital audio radio license auctions. / 20

### BROADCASTING / 27

**'ER' returns triumphant** NBC ratings powerhouse ER helped the network to win the second week of the new season, with an overall 11.9 Nielsen rating/20 share. CBS came in second, showing significant growth over the same period last year. / 27



**NBC plans to drop its magazine show 'Real Life,' above, and add Aaron Spelling's 'Sunset Beach' to its daytime schedule.** / 29

### SPECIAL REPORT:

**RTNDA '96** Three stations—KFOR-TV Oklahoma City, WTAJ-TV Altoona, Pa., and WAFB (TV) Baton Rouge—are profiled for their successful efforts to reach number one in their news broadcasts. / 44



**Children's Radio: A format whose time has come?** Children's broadcasting is gaining more attention from major-market stations and mega-groups looking to tap underserved radio audiences. / 66

### COVER STORY

#### Clear Channel builds Texas-size dynasty

L. Lowry Mays and sons Mark and Randall have built an impressive record of acquisitions and cash flow growth with



L. Lowry Mays (center) presides over Clear Channel Communications with sons Mark (l) and Randall.

Clear Channel Communications—now valued at more than \$3 billion. **Cover photo by Kevin Delahunty** / 56

### CABLE / 71

**Turner shareholders sue to block merger** A group of Turner shareholders made a final attempt to derail the proposed \$6.7 billion merger by filing suit in an Atlanta trial court. / 72



**HBO Animation, a new studio created by HBO, will produce adult animated programming for itself and other networks.** / 76

**Fox Spanish-language sports station coming** Fox Sports Americas will debut in November in 3.7 million households in the U.S. and Latin America. / 77

### Telemedia Week

**AOL ad spots up, stock down** America Online brought out its much-hyped TV ad campaign last week, but stock prices were dropping because of the online service's difficulty in retaining subscribers. / 86

**U.S. appeals on indecency law** The government appealed a federal court decision that struck down the Communications Decency Act, arguing that the law is necessary to protect children from indecency over the Internet. / 87

### TECHNOLOGY / 89

**CBS News goes real-time for elections** For Election Night coverage, CBS News will use an array of real-time graphics technology to show up-to-the-second voting results and comprehensive exit-poll analysis. / 89



Dan Rather tests the new system.

Changing Hands.....36	Datebook.....112	In Brief.....116
Classified.....98	Editorials.....118	Network Ratings.....34
Closed Circuit.....17	Fates & Fortunes...114	Washington Watch..22



# Top of the Week

# CBS cleaning house

Network fires anchors at WCBS-TV New York, replaces GM at WBBM-TV

By Steve McClellan  
**NEW YORK**

It's wakeup time at the CBS owned-station division. Last week, management at its flagship WCBS-TV New York, in an unprecedented move, abruptly axed its starting lineup of news anchors as well as two highly paid correspondents recently imported from other stations with much fanfare.

After months of criticism for fumbling major spot stories (including a blizzard last winter and the explosion of TWA Flight 800 off Long Island), the station fired anchors John Johnson and Michele Marsh, sports anchor Bernie Smilovitz, anchors/reporters Tony Guida and Reggie Harris, and reporters Magee Hickey and Roseanne Colletti. The move came two months after news director Jerry Nachman was replaced by Bill Carey.

The purge at WCBS-TV last Wednesday spread to WBBM-TV Chicago last Friday where GM Robert McGann resigned under pressure. He was replaced by Hank Price, most recently VP/GM of KARE-TV Minneapolis.

Sources said McGann resigned rather than carry out firings in the news department. Price is expected to make some changes soon, but whether they will be as extensive as those made in New York is not clear. The fate of WBBM-TV news director Steve Lang could not be confirmed at deadline.

The firings were taken by the industry as a sign that Westinghouse, the group's new owner, is prepared to implement a strategy to make its owned stations in the top three markets competitive again in the news race.

Sources say that the station group has to do something to jump-start its newscasts in the top three markets, and others such as Miami, where CBS's WFOR-TV is fourth place in news behind ABC affiliate WPLG-TV, NBC-owned WTVJ-TV and Fox affiliate WSVN, which doubles the ratings of WFOR-TV's early evening news block. CBS-owned WBZ-TV Boston also has slipped into third. Factors there include an affiliate switch and an aggressive news push by Sunbeam-owned NBC affiliate WHDH.

Local news is the largest source of revenue for most affiliate stations, usually accounting for 35%-40% of their advertising base. When Westinghouse bought CBS last year, stations division head Bill Korn told analysts the company's goal was to boost the operating margins of the core



WCBS-TV GM Bud Carey (above, l) delivered the bad news in New York; Hank Price replaces Robert McGann as GM at WBBM-TV Chicago.



WCBS-TV anchors John Johnson and Michele Marsh (above) have been let go; Lou Young and Dana Tyler (below) will serve as interim anchors until the station implements 'a search to build on existing talent.'



CBS group by approximately 10-12 percentage points and bring them more in line with the core Group W stations, which have margins in the 50% range. Korn said this would be accomplished through cost cutting and revenue gains that would total \$200 million over several years.

The group's poor news performance has hurt its bottom line. In 1995 its operating profit was the lowest of the four network groups, totaling \$185 million. The ABC group, with the strongest news ratings, had the highest profit—\$450 million—followed by the NBC stations' \$360 mil-

## BOTTOM LINE

Nielsen Station Index May 1996

### NEW YORK

#### Morning

1. WNBC (5/21)
2. WABC (4/18)
3. WCBS (1/6)

#### Midday

1. WCBS (5/19)
2. WABC (4/14)
3. WNBC (3/12)

#### Evening

1. WABC (10/20)
2. WNBC (8/17)
3. WCBS (4/8)

#### Late

1. WNBC (12/22)
2. WABC (11/19)
3. WCBS (6/10)

### LOS ANGELES

#### Morning

1. KNBC (4/21)
2. KABC (3/16)
3. KCBS (1/4)

#### Midday

1. KNBC (4/14)
2. KABC (4/13)
3. KCBS (4/12)

#### Evening

1. KABC (7/15)
2. KNBC (6/12)
3. KCBS (3/6)

#### Late

1. KNBC (9/20)
2. KABC (9/18)
3. KCBS (7/14)

### CHICAGO

#### Early

1. WLS/ABC (6/27)
2. WMAQ/NBC (4/20)
3. WBBM (1/5)

#### Midday

1. WLS/ABC (6/22)
2. WBBM/CBS (3/10)

#### Evening

1. WLS/ABC (12/22)
2. WMAQ/NBC (6/12)
3. WBBM/CBS (4/8)

#### Late

1. WLS/ABC (16/25)
2. WMAQ/NBC (16/23)
3. WBBM/CBS (9/14)

**OUR POCKET  
WITH CRUSTY  
OF OLD ANTA**





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lion and Fox stations' \$340 million.

Within the CBS group, WCBS-TV's situation does appear to be more desperate than that of some co-owned stations. At 11 p.m., for example, its news trails far behind not only the other two affiliates but off-network episodes of *Seinfeld* and *Cheers* on WPIX. The station also gets pounded during the news block from 5 to 6 p.m. Clearly, lead-in programming is a partial factor. The low-rated *Day & Date* is the lead-in for most of the local CBS evening newscasts, including WCBS-TV's. At noon, WCBS-TV wins the news race, helped by lead-in game show *The Price Is Right*, which wins its time period.

But station officials admitted with remarkable candor what the industry has known for some time—that its news department isn't merely last in the news ratings, it's not even in the running. "We just don't have the basic strength to be competitive," said Bud Carey, WCBS-TV general manager. Asked if the station faces a from-the-ground-up rebuilding of its news operation, Carey replied: "That's precisely what you are looking

at." He said that it will be "a couple of years" before the station is even competitive in the news race. Others in the CBS organization put the turnaround time at three to five years.

Greenwich, Conn., news consultant Al Primo, who 20 years ago developed WABC-TV's "Eyewitness News" approach that was emulated in many other markets, said that housecleaning at the station was inevitable. "It just kept going down. There was just no hope there." What the station has to do now, he said, is to thoroughly examine the news department's infrastructure "to make sure [it's] covering the right stories, doing enough live shots and basically [has] the organization in place. They're promoting themselves as 'New York to the Bone,' and they weren't matching that promise on the air. That's a fatal error."

There was much industry speculation last week about whether Carey would be around to oversee the WCBS-TV rebuild or, after serving as hatchet man, would be given a golden handshake and sent

packing. But sources close to Jonathan Klein, president of the CBS owned-television stations group, said Carey has Klein's support. Part of the thinking there, sources said, is that a good deal of the flagship station's problems stemmed from the network's suburban-counties skew—and past failure to program aggressively to urban markets as have the other networks.

In Los Angeles, John Culliton, who was appointed vice president and general manager of KCBS-TV two months ago, said that he isn't planning wholesale changes at his news department. "What happened in New York is unrelated to what's transpiring out here," he said. "We think our news product has some equity in the market," he added, noting that the KCBS-TV late news has held its share for the first three weeks of the season, while the two other 11 p.m. newscasts have dropped a bit. "Our early [evening] broadcasts are hurt by our early fringe programming, but when prime goes our way, it's kind of anybody's ball game" in late news, he said. ■

## Michigan FM cited for indecency

FCC fines East Lansing station \$8,000 for 'patently offensive' broadcast

By Chris McConnell  
WASHINGTON

The FCC last week doled out its first indecency fine in more than two years, hitting wvic(FM) East Lansing, Mich., with an \$8,000 "notice of apparent liability."

"We believe that the subject excerpts are indecent in that they contain language that describes sexual and excretory activities or organs in patently offensive terms," the commission said in an Oct. 2 letter to the station, which is owned by Jencom Broadcasting.

The action stems from a series of June 3 on-air exchanges between morning host Jaz McKay and listeners calling the show (an excerpt appears in the box). The notice is the first the commission has issued since April 1994, when it levied a pair of \$12,500 fines on KNON(FM) Dallas

and KFMH-FM Muscatine, Iowa.

The station fined last week has until Nov. 1 to contest the notice. If commission staff does not remove the fine after reviewing the station's arguments against it, the broadcaster can then petition the full commission to review the fine.

The station last week had not decid-

ed how it will respond to the FCC, said Jencom President Jim Jensen. But Jensen stressed that the allegedly indecent material was uttered not by the show's host but by listeners phoning the show.

"It's not Jaz McKay being fined," Jensen said. He added that the targeted broadcast occurred only days after

McKay had begun broadcasting his show from the station and that no tape delay was operating at the station at the time.

"Technically, we weren't prepared," he said.

The notice comes as the FCC is moving to reduce a backlog of radio indecency complaints (see story, page 62). Jensen said his station has a pending license renewal and speculated that the commission needs to clear up the indecency complaint before it can renew the license. ■

### Crossed the line, apparently

Here is a portion of wvic(FM) East Lansing, Mich.'s June 3 broadcast that attracted an \$8,000 fine from the FCC last week:

**Male Caller:** This morning show sucks big dick.

**Male Voice:** Yeah, well, you know, we don't talk about, we don't want to talk about your breakfast food, sir, so, uh, frankly. (Clapping). Hello.

**Male Caller:** Hey, what's up, man?

**Male Voice:** How you doing, bro?

**Male Caller:** I'm all right. Hey, I just wanted to say, you know that idiot that you offered a bong hit to and said no? Tell that motherfucker to suck my dick.

**Male Voice:** You know how it works. You know how it works. You know how it works.

**Male Caller:** Oh yeah.



# FCC revisits radio/newspaper ban

Broadcasters support liberalizing crossownership rule

By Chris McConnell  
**WASHINGTON**

**R**adio broadcasters last week had no problem with the FCC's new move to loosen its newspaper/radio crossownership restriction.

"I don't think it makes one iota of difference," said Howard Anderson, president of KHWY(FM) Los Angeles. "There are so many alternatives."

"I'd go along with that, especially in large markets," said James Curtis, president of KFRO-AM-FM Longview, Tex. And Curt Brown, KTTS-AM-FM Springfield, Mo., vice president/GM, maintained that newspapers remain big media players. But he also said that opposing a relaxation of the rule in today's world of radio consolidation "might be talking out of both sides of your mouth."

Their comments follow the commission's invitation for public input on the rule barring common ownership of

radio stations and newspapers within the same market.

The notice of inquiry asks whether the FCC should revise its policy for allowing exceptions to the rule. The commission has granted only two permanent waivers to the rule since its adoption in 1975.

In February, commissioners denied two Disney requests for permanent waivers of the rule, but pledged to re-examine the restriction before year's end. "There may be markets in which allowing waiver of the crossownership restriction would be healthy for the maintenance of diversity," the FCC said in last week's notice, citing the possibility of a radio station owner purchasing a failing newspaper. "There may also be cases where crossownership...could lead to benefits such as increased dissemination of news and information in the relevant local market," the commission added.

The inquiry invites comments on a new "waiver policy" in which the FCC might make exceptions to the rule in larger markets—such as the top 25 or 50. The inquiry also poses the idea of basing a waiver policy on the number of media voices in a market.

Some observers voiced disappointment that the commission did not move further to relax the rule launching an inquiry rather than proposing to change the rule. "It's very low-key," said one industry source. "It's a good first step, but it doesn't go nearly far enough," said another.

FCC officials say the proceeding is not intended to change the rule but rather the commission's policy for waiving it. The distinction means that the commission will not need to propose a rule change once it completes its inquiry, the officials say.

Comments on the inquiry are due Dec. 9.

## RADIO DEALINGS

### CBS's Dallas two-step: swaps KEWS-FM for KDFX; seeks buyer for KDMM

CBS Radio last week met the FCC's local radio-station ownership limit in Dallas, but the deal requires the company to get rid of yet another station.

CBS, which is over the limit in Dallas because of its merger with Infinity Broadcasting Corp., last Monday agreed to sell Infinity's KEWS-FM to Salem Communications Corp. The price was not disclosed. As part of the transaction, CBS will acquire Salem's KDFX(AM). But that will take CBS over the eight-station cap—again—so CBS will divest itself of KDMM(AM).

The federal ownership cap says that no broadcaster can own more than eight stations—including five of a kind, FM or AM—in major markets such as Dallas. Including the Salem deal and earlier plans to swap away KTXQ(FM) and KRRW(FM) Dallas, here's how the CBS/Infinity lineup in Dallas looks now: FMs: KLUV, KRBV-FM, KVIL, KYNG and KOAI; AMs: KDFX, KHVN and KXYZ.

CBS declined comment on the deal with Salem, referring calls to Infinity. An Infinity spokesperson did not return calls.

Meanwhile, employees at KEWS-FM are disappointed that the all-news station is being sold. The station's 40-50 employees are out of work, says Lisa Weber, morning drive assistant editor. "It's been a total shock. Our numbers were going up," she says.

Salem plans to switch the religious format it has at KDFX to KEWS-FM. "We have been interested in getting an FM in Dallas" for some time, says Eric H. Halvorson, executive vice president. By trading away KDFX for KEWS-FM, "we are definitely trading up," he says.



**Sillerman:**  
**'I alone have the voting power necessary to approve the merger.'**

### SFX ups price for MMR

SFX Broadcasting has raised its price guarantee for shares of Multi-Market Radio—again. Shareholder dissent about the price has delayed the closing of the merger, which was announced in April and now is scheduled for shareholder approval on Nov. 22. SFX Executive Chairman Robert F.X. Sillerman notes that a pending lawsuit by MMR shareholders forced his hand, even though he has enough voting power in SFX and MMR to approve the merger on his own.

The new guaranteed minimum of \$12.50 per share "fairly reflect[s] the interests of the shareholders of both

companies," Sillerman says. SFX in July first raised its bid for MMR from \$11.50 to \$12 per share.

MMR closed last Friday at \$12.75, up six cents.

The merger will be considered Nov. 22 at a stockholders' meeting, though Sillerman notes in a letter to shareholders filed with the Securities and Exchange Commission, "I alone have the voting power necessary to approve the merger."

Sillerman has been MMR's largest investor since he helped form the company in 1993. After the merger, Sillerman will hold 53.5% of the voting power of the new SFX. And the merger is guaranteed, Sillerman says.

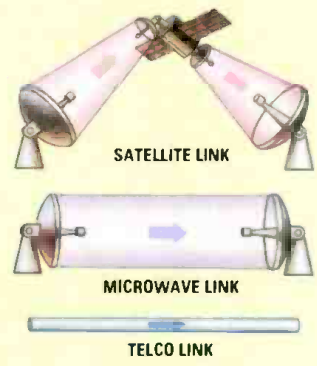
A stock split also will be considered at the shareholders' meeting, according to SEC documents.

—EAR



# THERE'S TALKING ABOUT

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## SONY

# Gannett silences NewsTalk

Cable channel to be closed within 60 days, say sources

By Jim McConville

**G**annett will pull the plug on its NewsTalk Television by the end of the year.

The talk channel, a victim of poor ratings, a small subscriber base and other networks' willingness to pay operators for cable carriage, will close within the next 60 days, say inside sources. NewsTalk executives couldn't be reached for comment. Gannett also is said to be shopping Multimedia's entertainment division (see box, below).

Originally launched as the Talk

## MCA eyes Gannett's Multimedia

**HOLLYWOOD**—MCA is said to be trying to buy its way into the first-run-strip business by purchasing talk show syndicator Multimedia Entertainment from Gannett Co. Sources say MCA has been negotiating with Gannett for the past month, although neither side is thought to be in a hurry to cut a deal.



Multimedia syndicates 'Sally.'

entertainment from Gannett Co. Sources say MCA has been negotiating with Gannett for the past month, although neither side is thought

to be in a hurry to cut a deal. MCA reportedly has offered \$60 million—\$75 million for the distributor of *Sally Jessy Raphael* and *Jerry Springer*. Sources close to Gannett say the floor price is \$100 million. But a Gannett spokesperson said last week that the company "has not been put on the block for sale"; an MCA spokesperson declined comment.

Gannett acquired the production/distribution firm last year as part of its \$1.7 billion purchase of Multimedia Inc. Speculation that Gannett would sell the entertainment arm heated up in March, when Robert Turner resigned as president and Gannett opted not to fill the post. —CL

## NewsTalk TELEVISION

Channel in 1988, NewsTalk has an estimated subscriber base of 16 million households (4 million full-time). Gannett purchased NewsTalk's parent company, Multimedia Entertainment, for \$1.7 billion last December.

Some NewsTalk subscribers will be picked up by NBC-owned MSNBC, which has struck a deal with MSO Multimedia Cablevision, which has agreed to move its 400,000 NewsTalk subscribers to MSNBC.

NBC reportedly will pay Gannett for a limited time a percentage of the subscriber fees it earns from MSNBC on Multimedia Cablevision. NBC officials say they're talking with other MSOs carrying NewsTalk about similar deals.

"We're hoping to transition the overwhelming majority of subscribers who currently carry NewsTalk," says David Zaslav, president of cable distribution for NBC.

NewsTalk will start airing on-screen promotions that indicate NewsTalk will change over to MSNBC.

The channel's demise doesn't surprise industry analysts, who say it is losing \$20 million annually. Gannett reportedly had offered NewsTalk to several suitors over the past few months, including Fox News Corp., but could not find a buyer.

NewsTalk President Paul Fitzpatrick in an interview last August said that Gannett was fully committed to NewsTalk and had no plans to sell the network. "If there were any concern on Gannett's part as to what it takes to operate and fund such an operation, we wouldn't be having this conversation."

Earlier this year, NewsTalk signed MSO carriage deals with Tele-Communications Inc., Time Warner and Continental Cablevision giving it an additional 700,000 subscribers. ■

# CBS nears retrans deals

Network expects to announce Eye on People carriage by four MSOs at Western Show

By Price Colman  
DENVER

**W**estinghouse/CBS is close to consummating carriage deals for its Eye on People cable channel with four leading MSOs.

Although officials at Group W Satellite Communications (GWSC) declined to identify the four cable operators, sources told BROADCASTING & CABLE that three are Time Warner, Comcast and Adelphia.

"We are in deep negotiations with the top 10 MSOs, representing 80% of cable subscribers," says Lloyd Werner, vice president of sales and marketing for GWSC, the cable-related subsidiary of Westinghouse/CBS. "We are in the process of finalizing four deals. We're pointing toward the Western Show [in mid-December] as the coming-out party



Lloyd Werner of GWSC says pending retransmission consent deals may pave the way for a December launch of CBS's cable channel, Eye on People, an entertainment and information network.

for Eye on People."

Carriage deals with number-two Time Warner, number-four Comcast and number-seven Adelphia would represent a solid foundation for Eye on People, which is scheduled to launch March 31. Together, they represent about 17 million cable subscribers.

It's unlikely those MSOs would deliver Eye on People to all their sub-



scribers. Channel capacity is limited at many systems, and after having been stung by retransmission consent carriage deals in 1993, the MSOs almost certainly will hedge their bets.

Eye on People could launch to as many as 11 million cable subscribers, which represents about 70% of all cable subscribers in markets where CBS/Westinghouse owns stations (that figure excludes markets where Group W stations had existing retrans contracts).

Conspicuous by its absence from the impending deals group is the leading MSO, Tele-Communications Inc., which has roughly 15 million subs.

"When Eye on People was announced, we basically said we [would] evaluate its merits once it [was] up and running, but we have no plans for carriage commitment," says TCI spokeswoman LaRae Marsik. "If it's a good channel, we'd love to carry it, but we have no specific plans in place to connect it to must-carry or retrans discussions."

Westinghouse/CBS is optimistic about having a solid base of cable distribution in place when it launches Eye on People, but Werner was cautious about projections: "Right now, it's looking good, better than expectations. But our expectations are well below Fox [News Channel] numbers." (Fox has projected about 17 million cable subscribers for its FNC launch today, Oct. 7.)

Since unveiling Eye on People in late August, Westinghouse/CBS has played down its importance as a retrans bargaining chip, saying instead that the channel should stand on its own. Eye on People gives Westinghouse/CBS little retrans leverage for several reasons. There is residual resentment over CBS's hardball approach to 1993 retrans negotiations. Also, many cable operators felt burned by the deals they made with broadcasters such as Fox (with fX) and NBC (with America's Talking), because the services turned out to be less than touted. In addition, Westinghouse/CBS was hamstrung at the affiliate level because many affiliates in the pre-Westinghouse era already had made six-year retrans deals with cable companies.

Indeed, Werner said, less than 30% of CBS affiliates were available for retrans deals, and he had no figures on how many of those opted for must carry or retrans.

## Nick, TNT strong in third quarter

**NEW YORK**—The typical third-quarter lull, when reruns and summer activities cause many to turn away from their TV sets, didn't have an effect on cable ratings, as figures stayed relatively even from the previous quarter.

Nickelodeon was the top network in full-day Nielsen ratings, with a 1.6, outdistancing the rest of the pack, as Turner's TBS, TNT and Cartoon Network earned ratings of 1.1, 1.1 and 1.0, respectively.

TNT led all networks in prime time, with a 2.3 rating, in large part because of its National Football League games, which gave the network seven of the top-10-rated programs of the quarter. USA Network was second, with a 1.3, followed by TBS and Nickelodeon—each with a 1.8.

Comedy Central and Prevue networks showed the largest gains for full-day ratings; both increased 50% to a 0.3. TNT and A&E also moved up 0.1 rating points, to 1.1 and 0.8, respectively, compared with the same period last year. A&E, The Learning Channel, ESPN2 and TV Food Network were the big prime time winners for the quarter with significant gains over 1995. A&E jumped 33%, to a 1.2 rating from a 0.9; The Learning Channel was up 50%, to a 0.6 from a 0.4; ESPN2 was up 33%, to 0.4 from a 0.3, while the TV Food Network increased 50% to a 0.3 from a 0.2.

CNN, CNBC and Court TV showed considerable ratings drops compared with the same period the previous year, most likely because of the lack of the O.J. Simpson murder trial. Court TV's full-day ratings plummeted 88%, to 0.1 from 0.8, and its prime time figures also fell—to 0.1 from 0.7. CNBC's full-day ratings stayed even, at 0.2, but its prime time ratings dropped 33%, to 0.4 from 0.6. CNN saw its full-day ratings fall 44%, to 0.5 from 0.9.

### Third Quarter 1996 Cable Networks Ratings

Network	Full Day Mon.-Sun., 24 hours		Prime Time (Mon.-Sun., 8-11 p.m.)	
	3Q 1996 Rtg	3Q 1995 Rtg	3Q 1996 Rtg	3Q 1995 Rtg
NICK	1.6	1.098	1.6	993
TBS	1.1	775	1.1	741
TNT	1.1	729	1.0	657
TODN	1.0	292	1.0	201
USA	0.9	638	1.1	736
LIFE	0.8	548	0.9	533
ESPN	0.8	538	0.3	534
A&E	0.8	510	0.7	407
DISC	0.5	377	0.3	377
WGM	0.5	227	0.3	235
CNN	0.5	388	0.3	532
MTV	0.5	367	0.3	342
TNN	0.5	306	0.5	291
FAM	0.4	287	0.4	267
SCI-FI	0.4	129	0.4	97
fX	0.4	126	0.4	90
TWC	0.3	219	0.3	185
HLN	0.3	196	0.3	179
TLC	0.3	148	0.3	106
BET	0.3	130	0.3	124
COMEDY	0.3	122	0.2	79
PREVUE	0.3	105	0.2	84
EI	0.3	101	0.4	119
CMT	0.3	92	0.3	84
CNBC	0.2	111	0.2	136
VH1	0.2	96	0.2	104
ESPN2	0.2	83	0.2	N/A
FOOD	0.2	31	0.2	N/A
COURT	0.1	16	0.8	178
TNT	2.3	1,574	2.2	1,413
USA	1.9	1,327	2.4	1,543
TBS	1.8	1,241	1.9	1,285
NICK	1.8	1,214	1.7	1,088
LIFE	1.6	1,048	1.6	1,010
ESPN	1.5	1,011	1.7	1,139
A&E	1.2	789	0.9	582
TOON	1.2	354	1.4	276
DISC	1.1	746	1.0	889
FAM	1.0	873	0.9	542
CNN	0.9	621	1.2	733
WGM	0.9	356	0.9	336
TNN	0.8	507	0.8	517
MTV	0.7	480	0.8	470
SCI-FI	0.7	240	0.6	146
fX	0.7	197	0.7	165
TLC	0.6	280	0.4	173
BET	0.5	222	0.6	239
COMEDY	0.5	202	0.5	184
TWC	0.4	261	0.4	216
CNBC	0.4	248	0.6	339
PREVUE	0.4	183	0.4	154
ESPN2	0.4	145	0.3	74
HLN	0.3	211	0.4	207
VH1	0.3	144	0.3	146
EI	0.3	123	0.4	118
CMT	0.3	113	0.3	99
FOOD	0.3	43	0.2	N/A
COURT	0.1	26	0.7	167

A&E total day is Mon.-Fri., 8 a.m.-4 a.m.; Sat.-Sun., 7 a.m.-3 a.m.; TNN and Discovery's is Mon.-Sun., 9 a.m.-3 a.m.; Lifetime's is Mon.-Fri., 7:30 a.m.-2:30 a.m.; Sat.-Sun., 10 a.m.-1 a.m.; TLC's is Mon.-Fri., 6 a.m.-6 a.m.; Sat.-Sun., 9 a.m.-3 a.m.; fX's is Mon.-Sun., 6 a.m.-2 a.m.; Food's is Mon.-Sun., 9 a.m.-4:30 a.m.

Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. N/A—not available

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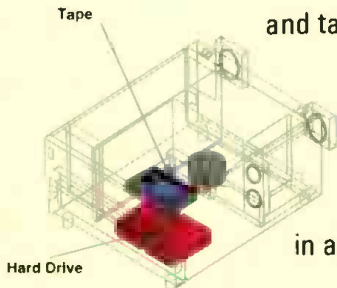
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**SONY**

# Sagansky may head TV operations at Sony

By Cynthia Littleton  
HOLLYWOOD

Top Sony executives are considering a restructuring plan for Sony Pictures Entertainment that may give Jeff Sagansky oversight of the studio's television operations.

Speculation about Sagansky's future role at Sony heated up again last week following the resignation of Alan Levine, president of Sony Pictures Entertainment, after months of turmoil and executive turnover within Sony's film units.

Sagansky, the former CBS Entertainment president who joined Sony Corp. of America as executive vice president in 1994, reportedly has been unhappy with his current



Sagansky, who reportedly is unhappy with his duties at Sony, may get the chance to run its TV division, following the resignation last week of the president of SPE.

responsibilities for overseeing new media and developing new business opportunities for the Japanese electronics giant.

Nobuyuki Idei, president of Sony Corp., is said to be considering assembling a Japanese-style team-management structure for Sony Pictures Entertainment. Levine's resignation was prompted in part by media reports that Idei was in talks with film industry veteran John Calley, president of United Artists Pictures, for a senior post at SPE.

As president of SPE, Levine had oversight of the film and television divisions, but sources say Calley likely will be hired for a post focusing on

Sony's troubled film units. SPE, which posted a landmark \$3.2 billion loss in 1994, has released a string of costly box-office flops—including "The Cable Guy," "Multiplicity" and "Mary Reilly"—during the past few years.

In marked contrast, Sony's Columbia TriStar Television division has performed well under the leadership of Jon Feltheimer, president of Sony Television Entertainment. Sony, with 10 prime time series on network TV this season, ranks second only to Warner Bros.

Feltheimer, who reported to Levine, recently streamlined the management of the Columbia and TriStar TV production units and also launched 3 Arts Television, a ground-breaking joint production venture, with CBS.

Sony insiders say that Levine took a hands-off management approach to STE, and it's unclear how the senior management responsibilities would change if Sagansky were to earn a larger role in the television operations. But insiders say friction between Feltheimer and Sagansky is unlikely, since the two are on very friendly terms. ■

## 'Fame' returns, but in L.A.

**HOLLYWOOD**—MGM once again is dipping into its archives with high hopes for revitalizing a long-dormant franchise. This time, the focus is on *Fame*, set to be relaunched next year as *Fame L.A.*

Based on the movie of the same name, MGM's original series ran for one season on NBC and another four years (1983-87) in syndication. The show was also hugely popular overseas. MGM officials say the revival has been in the works for more than a year, but marketing terms for the fall 1997 entry have not yet been set.

While the original series centered on the lives of students at a performing arts school in New York, *Fame L.A.* will examine how the quest for fame and fortune in Southern California shapes the lives of an eclectic cast. The show will be produced by Trilogy Entertainment, producers of MGM's first-run dramas *The Outer Limits* and *Poltergeist: The Legacy*.

Unlike those shows, however, *Fame L.A.* will not debut on pay cable before moving to the broadcast arena. The extra revenue generated by the early Showtime window for *The Outer Limits* and *Poltergeist* is credited with reviving MGM's TV division.

John Symes, president of MGM Worldwide Television, stressed last week that the decision to move forward with *Fame L.A.* was a sign of the company's intent to remain active in the syndication business. Some doubts were raised last month when MGM confirmed that its domestic arm would not be exhibiting at next January's NATPE convention in New Orleans (B&C, Sept. 23). Symes says MGM is revamping its sales and marketing strategies, which will be unveiled in the next few weeks. —CL

## V-chip warning

**HOLLYWOOD**—TV producers got a warning from Washington last week. If they remain in a "state of denial" over the V-chip, more vocal proponents are likely to come along "who don't have the same concern for the First Amendment," said Senator Joseph Lieberman (D-Conn.), appearing via satellite on a panel at the Academy of Television Arts & Sciences in North Hollywood. "If that's not an implied threat, then there's never been an implied threat," countered TV producer Bill Blinn, who participated in the panel discussion along with producer Steven Bochco, executive producers Marta Kauffman of *Friends* and John Wells of *ER*—all of whom said they see the V-chip as censorship.

Jack Valenti, president of the Motion Picture Association of America, also participating via satellite, said he wasn't worried about the First Amendment threat because "we're going to be in federal court in a nanosecond to overturn that." —LR



# 'Foxworthy,' 'Cybill' lose producers

By Lynette Rice  
**HOLLYWOOD**

**L**ess than a month into the new season, two sitcom executive producers have apparently exited their prime time posts.

Tom Anderson, executive producer of NBC's *The Jeff Foxworthy Show*, was reportedly dropped from the Brillstein-Grey show last week, leaving co-executive producer Maxine Lapiduss holding the reins, a source close to the show said. Anderson served as creator/executive producer of the show when it was on ABC and helped retool it for NBC.



'Cybill' has lost producers for the third time.

*Foxworthy* debuted on NBC Sept. 23 with a 9.3 Nielsen rating/15 share in households but wasn't close to the 16.1/27 it earned when it premiered on ABC in 1995. The comedy averaged a 7.1/13 in its regular Saturday time slot last season.

Brillstein-Grey would not comment.

Over at CBS's *Cybill*, executive producer Howard Gould and co-executive producer Russ Woody reportedly submitted their resignations on the Carsey-Werner show, effective after the ninth episode (they have completed seven), a source said. This marks the third change in the show's top producers since the *Cybill* Shepherd sitcom debuted two seasons ago: Jay Daniel recently left the show before signing a production deal with Brillstein-Grey, and creator/executive producer Chuck Lorre and co-executive producer Lee Aronsohn left after the first season.

Carsey-Werner said that staff changes may be in order but declined further comment. CBS would not comment.

*Cybill* debuted Sept. 16 with a 14.4/21, dropping Sept. 23 to a 12.7/19 but leading the night among women 25-54. ■

## Closed Circuit

**NEW YORK**

### TW rejects FCN ads

**T**ime Warner upped the ante late Friday in its escalating battle with News Corp. TW's New York cable system rejected Fox News Channel's request to buy \$75,000 of local advertising time to promote FNC's launch this week. "First they renege on their promise to carry us, and now they won't accept our advertising...." said a source within News Corp. No comment from Time Warner.

### Table talk

**B**oth US West Media Group (UMG) and Time Warner have more pressing concerns than their dispute over Time Warner Entertainment (US West owns 25% of Time Warner's cable systems, Hollywood studio and HBO). Time Warner's, of course, is its merger with Turner, and UMG's its meld with Continental Cablevision. But that doesn't mean the two aren't finding time for each other, knowing it is in their interests to settle the dispute (see story, page 74). Although US West officials say "no talks are going on and none are on the table," a highly placed Time Warner source says certain top-level Time Warner and US West executives had dinner a week ago.

**HOLLYWOOD**

### All American's 'Heat' is on

**S**tation sources say All American Television is getting ready to launch a new action hour, *L.A. Heat*. In the vein of the hit "Lethal Weapon" movies, the show focuses on two cops—one white, one black—who engage in tongue-in-cheek banter as they hunt down criminals. Station sources say the show puts the accent on car chases and other costly special effects.

**NEW YORK**

### Jordan sure about DAB

**W**estinghouse Electric Chairman Michael Jordan lent the company's support to development of digital audio broadcasting in-band, on-channel technology in a letter to

NAB President Eddie Fritts last week. "Westinghouse is committed to provide USA Digital Radio [USADR] the resources necessary to continue its development of a viable DAB system for the United States," says the letter. "We look forward to working with the NAB to insure that U.S. broadcasters are provided an opportunity to implement DAB...and to develop a suitable testing program."

**WASHINGTON**

### Fresh fields for Fields

**E**ven with Congress adjourning for the year, retiring Representative Jack Fields (R-Tex.) is still not saying what his post-Telecommunications Subcommittee days will hold. Fields does say he likely will continue his work with either telecommunications or securities, and his press secretary says he plans to open his own international consulting firm. One source says he may be heading to Arter & Hadden, a Cleveland-headquartered law firm where his friend and former Commerce Committee colleague Dennis Eckart works. Eckart, who works in the Washington office, would not comment. Westinghouse, TCI, Telquest Ventures and SBC Communications are among the firm's clients, and Eckart says they also have a large international trade division.

### Digital doings

**B**roadcasters last week were working the FCC halls to get a digital TV standard. FCC sources say board members of the Association for Maximum Service Television met with commission officials—including FCC Chairman Reed Hundt and Commissioner Susan Ness—to discuss the standard issue as well as the commission's plan for matching each station with a channel for digital TV. The association is pushing the FCC to adopt the Grand Alliance digital TV standard and is opposing the FCC's plan to minimize digital TV channel assignments between 60 and 69 so that the spectrum can be reallocated away from broadcasting.



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## SONY

# DARS auctions will help underwrite federal agencies

*Appropriations bill narrowly avoids funding expiration*

By Heather Fleming

Just hours before funding for the Commerce Department, the FCC and several other government agencies expired, President Clinton last week signed FY '97 appropriations legislation into law. Money raised from digital audio radio satellite (DARS) license auctions will help foot the bill.

The bill requires the FCC to begin auctioning the licenses by April 15, 1997, with the revenue to be deposited in the federal treasury by September 30. The Congressional Budget Office (CBO) estimates that the auctions will raise \$2.9 billion.

House and Senate negotiators split the difference on funding for the FCC, giving it \$189.08 million for the fiscal year—\$3.46 million more than the House sought, but less than the Senate request. The commission got none of the \$30 million requested for the FCC's move to the Portals in Southwest, Washington, D.C. Instead, the conferees directed the commission to "work with the Gener-

al Services Administration to decrease the overall cost of the relocation and to identify alternative mechanisms to finance the relocation."

Another House provision that was left out of the final deal would have prohibited FCC funds to be used to deny or delay action on licenses for any religious or religiously affiliated entity on the basis of employment practices. It would have benefited KFVO-FM in Clayton, Mo., a Lutheran Church-owned station brought into FCC proceedings because of its hiring practices.

Representative Charles Taylor (R-N.C.), whose constituency includes televangelist Billy Graham, authored the provision in the House-passed bill. An aide to Senator Ernest Hollings (D-S.C.), ranking member of the Senate Commerce, Justice, State and Judiciary Appropriations Subcommittee, said the controversial amendment was left out of the final deal to avoid turning the FCC funding debate into "telcom bill, round-two."

The omnibus appropriations bill also funds the Commerce Department's

National Telecommunications and Information Administration (NTIA). NTIA will get \$15 million for salaries and expenses for FY '97 and is expected to collect an additional \$5 million in reimbursements from other government agencies' spectrum management activities. NTIA's public broadcasting facilities, planning and construction grants will get \$15.25 million under the bill, and information infrastructure grants will total \$21.5 million, the same amount the House approved and \$17.4 million more than the Senate wanted.

The Corporation for Public Broadcasting (CPB), which is forward-funded two years ahead, will get \$250 million for FY '99, the same as in FY '98 but \$10 million less than in FY '97.

Conferees also agreed to set aside \$325 million for international broadcasting operations under the United States Information Agency. Not included in that amount is \$25 million set aside for TV and radio broadcasting to Cuba. The House wanted to eliminate funding for TV Marti and instead appropriate \$13.375 million for radio broadcasts. ■

## Pressler continues fighting gay accusations

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) will not let allegations that he is gay go unchallenged.

In the first debate between Pressler and Representative Tim Johnson (D-S.D.) Sept. 29, the three-term senator opened his remarks by flatly denying "some of the things that have been said in the campaign over the last two weeks of a despicable personal nature." Pressler was referring to the flap caused by a speech to the Sioux Falls City Club in which author Alexander Cockburn accused him of being gay.

Johnson shot back that if Pressler had not "made such a fuss" about it in the first place, "there would not have been 50 people in South Dakota" who would even have heard about the speech or Cockburn's book, "Washington Babylon." Pressler is airing TV ads statewide addressing the issue.

Johnson continued to deny involvement, saying it was really about a "20-year-old feud" between Pressler and former Democratic senator Jim

Abourezk. "I don't know anything about your private life, and I don't care to know," Johnson said.

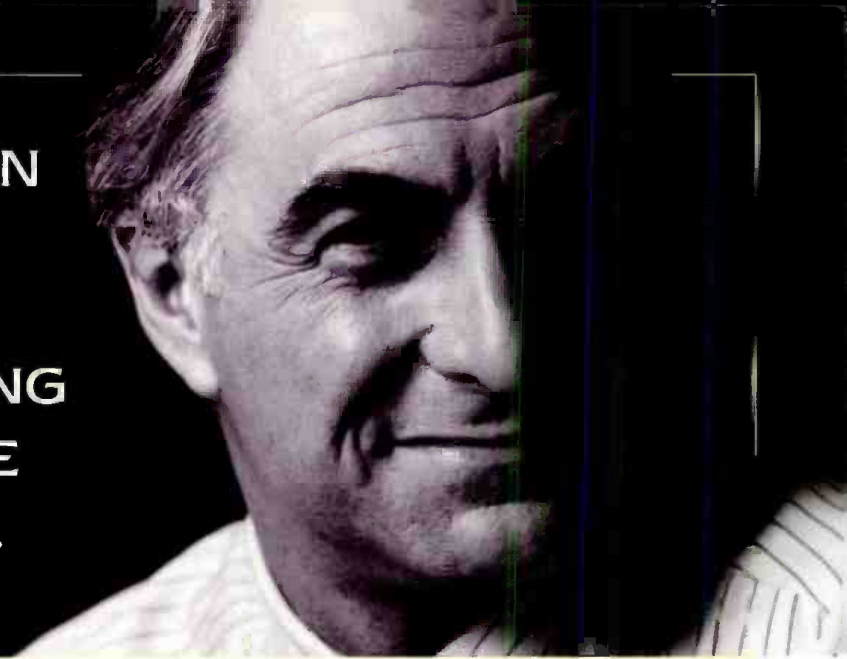
Throughout the rest of the debate, Pressler and Johnson sparred over their voting records and the terms "liberal" and "conservative."

A Sioux Falls *Argus Leader* Oct. 1 editorial blamed both candidates for turning the debate into occasional "personal spats at the expense of answering questions posed by citizens at the forums." On the whole, the editorial stated, "Johnson did a better job than Pressler of giving detailed answers, however. Pressler kept to a carefully scripted litany, 'I'm very proud of my fiscally conservative voting record,' repeating the phrase ad nauseam—and often as an aside to the issue he was supposed to address."

South Dakota public broadcasting televised the showdown live. C-SPAN2 also carried the event nationally, although technical difficulties prevented a complete broadcast. The next debate is set for Oct. 20. —HF



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**SONY**

## Questions over digital

FCC Chairman Reed Hundt questioned last week the broadcast industry's commitment to digital TV. Addressing a Warren Publishing conference in New York, Hundt said that many broadcasters still regard digital TV as a burden rather than a business opportunity. "If they're right, that's trouble; if they're wrong, then their attitude is trouble for this nascent industry," Hundt said.

Hundt also maintained that digital TV policy should consist of three basic rules: interference protection, restrictions on spectrum use to prevent over-concentration, and a public interest requirement. He asked whether broadcasters using the digital technology to deliver multiple programs within 6 mhz of spectrum might be required to provide one 24-hour public interest channel.

"Should that extra, free, uncommercialized channel be what the public gets in return for its licensing of its property to a business user?"

Hundt asked. He also voiced hopes that battling broadcasters, set makers, software companies and filmmakers will resolve disagreements over the pending Grand Alliance transmission standard. "Maybe a good way to start to resolve the standards question would be to lock all the interested parties in a room," Hundt said.

## Belo wins exemption for free airtime

A.H. Belo Corp. last week got a quick answer from the FCC to its request that its plan to provide free airtime to congressional and gubernatorial candidates be exempt from the commission's equal-time rule. "Belo's proposed format...is exempt as 'on-the-spot coverage of bona fide news events,'" the FCC said in granting the exemption. Belo late last month said it will supply five minutes of time to each of the candidates running in the seven markets served by the company's stations.

## EEO fines, silent stations

The FCC has fined KWKH-AM-FM, Shreveport, La., \$16,500 for violations of the commission's equal employment opportunity (EEO) policies. The commission issued the notice of apparent liability as part of a decision to renew the station licenses.

In other actions, the commission has said it will hold hearings to determine the status of two silent stations. The hearing-designation orders cover KZOT(AM) Marianna, Ark.—which the FCC says has been off the air since 1989—and KRG0(AM) West Valley City, Utah, which has been off the air since 1995.

## To be continued...


The 105th Congress adjourned for the year last week, leaving several major communications issues unresolved. Among those items with which lawmakers will grapple beginning next January are reform of the Corporation for Public Broadcasting, the FCC and the international satellite system; a National Information Infra-

structure (NII) copyright bill, and technical correction bills to the Satellite Home Viewer Act and the Telecommunications Act of 1996. In addition, the nomination of Regina Keeney to fill the open FCC commissioner's slot is still pending.

## Rate dispute provisions struck down

TV stations cannot require candidates to sign agreements on resolving future rate disputes as a condition to selling airtime, the FCC said late last month. Two AFLAC Broadcast Partners stations had sought to sign the Dole/Kemp campaign to agreements specifying that any rate disputes be settled at the FCC and that any complaints be brought within 90 days of the election.

Reviewing the campaign's complaint against the proposed contracts, the commission agreed that rate disputes should be settled at the FCC rather than in the courts. But commission staff said that broadcasters cannot make candidates sign contracts specifying such provisions as a condition to purchasing airtime.



# Washington Watch

Edited By Chris McConnell

## Gulick moves to Wireless Bureau

Karen Gulick, an interim adviser to FCC Commissioner Susan Ness, has moved to the FCC's Wireless Telecommunications Bureau, where she will serve as assistant bureau chief. Gulick replaces Jennifer Warren, who left the FCC last month for a job at Lockheed Martin.

## Commercial TV

Acknowledging the difficulty that local TV stations face in producing kids educational programming that is self-supporting, FCC Commissioner Susan Ness last week encouraged broadcasters to work with advertisers up front as they develop programming. Speaking at the National Association of Broadcasters' "Children's TV Symposium," Ness said there was no reason why broadcasters and advertisers cannot cross-promote their products in the form of CD-ROMs and books the way other commercial syndicates and toy-makers do.



## Gray wins approval for WCTV purchase

Gray Communications Systems has won FCC approval of its bid to buy WCTV(TV) Thomasville, Ga., and WKXT-TV Knoxville, Tenn. The commission granted the broadcaster six-month waivers to spin off WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla. ■



The  
Love affair  
has just  
begun...

# And it's re

## the Dating Newlywed Hour



Source: NSI, HH Rtg. Week of 9/23/96 vs. 9/9/96  
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# TTin HOT!

Market	Station	Time	HH Rtg. % Increase
New York	WNYW	11:00AM	<b>+50%</b>
Los Angeles	KTTV	10:00AM	<b>+75%</b>
Chicago	WFLD	10:00AM	<b>+33%</b>
Boston	WFXT	10:00AM	<b>+17%</b>
Detroit	WJBK	2:00PM	<b>+21%</b>
Atlanta	WAGA	2:00PM	<b>+11%</b>
Seattle	KOMO	4:00PM	<b>+17%</b>
Cleveland	WJW	10:00AM	<b>+6%</b>
Tampa	WTTA	6:00PM	<b>+57%</b>
Phoenix	KSAZ	3:00PM	<b>+20%</b>
Denver	KDVR	11:00AM	<b>+83%</b>
Denver	KDVR	11:00PM	<b>+6%</b>
Pittsburgh	WPTT	4:00PM	<b>+10%</b>
St. Louis	KMOV	11:35PM	<b>+13%</b>
Sacramento	KTXL	10:00AM	<b>+70%</b>
Orlando	WKCF	11:30AM	<b>+10%</b>
Portland	KOIN	9:00AM	<b>+23%</b>
Indianapolis	WNDY	10:00AM	<b>+167%</b>
Indianapolis	WNDY	7:00PM	<b>+100%</b>
San Diego	KUSI	5:00PM	<b>+44%</b>
Milwaukee	WITI	3:00PM	<b>+14%</b>



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## Spectrum auctions would raise station prices

Prices for TV stations are much lower than they would be if the FCC were to auction broadcast spectrum, the FCC told lawmakers last week.

"The price a broadcaster paid to purchase its station is substantially less than the price it would have paid had the use of the station's spectrum been auctioned off to the highest bidder," FCC Chairman Reed Hundt said in response to a series of questions from the Senate Commerce Committee. He added that the sale price also would likely be higher if the FCC allowed stations to engage in other services such as land mobile communications.

Hundt also said that more than 80% of broadcast licenses are now held by someone other than the original licenseholder.

He offered his observations to the Senate committee as part of the FCC's response to a lengthy series of questions stemming from a June hearing before the committee.

In answer to Senator John McCain's (R-Ariz.) ques-



**FCC Chairman Reed Hundt says that television stations currently sell for less than the prices they would bring if put up for auction.**

tion about the use of media consultants at the FCC, the commission said it had spent \$21,883.33 during fiscal years 1994 and 1995 on two contracts to provide media training to FCC officials.

"Training for commission personnel to communicate better directly with the public and media was intended to lessen dependence on [Office of Public Affairs] staff and enhance the ability of agency decision-makers to efficiently communicate information to the press and public," the FCC said.

In answer to a question on media concentration, the commission said it has obtained a commercial database to allow it to monitor radio and TV ownership on a quarterly basis.

"Using this database, we will be able to monitor ownership patterns for the entire radio and TV industry as well as for individual local radio and TV markets, and analyze the effect of proposed mergers on ownership diversity," the FCC said.

—CM

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# Broadcasting

October 7, 1996

## NBC rules with 'ER,' 'Susan'

Network takes week two; CBS posts largest gain over last year

By Lynette Rice

**A**BC took the most nights, but NBC ultimately won the war for the second week of the new season, with its powerhouse *ER* earning the highest household rating to date with a 24.2 Nielsen rating/40 share.

NBC won the week of Sept. 23-29 in households (11.9/20) and all demographics, including the coveted adults 18-49 (7.7/22). The total household rating represents a 9% increase over the same period last year and a slight increase from its performance during premiere week (11.8/20). The network seized the most viewers on Tuesday and Thursday, where *Suddenly Susan* (22.0/34) remains the highest-rated new show in households for the new season.

CBS not only came in second but earned bragging rights for having the most growth of all the networks over the same period last year. CBS finished the week with a 10.3/17, up 12% from the same week a year ago, but down from its first week's 10.8/18. In all, the network won Saturday—when it debuted *Early Edition* to an 11.0/20 in households—and Sunday.

Although ABC nabbed Monday, Wednesday and Friday, it came in third for the week, with a 9.7/16—down 17% over the same period last year and also a drop from its premiere week showing of 9.9/17.

Monday was particularly fruitful for ABC, given *Monday Night Football's* 18.1/29. Yet Saturday proved dismal for the network, which saw its new season of *Coach* premiere to a 6.9/12 in households, followed by the debut of *Common Law* (5.5/10) and *Relativity* (6.2/12).

Fox came in fourth for the week, with a 6.0/10, down 15% over last year and down slightly from pre-



'ER' powers NBC to second weekly win.

miere week's 6.3/10. Saturday also proved challenging for the network, whose *Married...With Children* debuted in its new time slot to a 6.0/11 in households, while the new

*Love and Marriage* opened with a 3.6/6. The network, however, kept a stronghold in its favorite 18-34 demo, winning 8-9 p.m. Monday with *Melrose Place* and 8-9 Wednesday with *Beverly Hills, 90210*.

The only place to go was up for UPN, which built on its premiere week rating of 3.3/5 by finishing the second week with a 3.6/6. The network also enjoyed a 26% gain in adults 18-49 and men 18-49.

The WB maintained its premiere week rating of 2.6/4—a 30% improvement in rating and a 33% boost in share over the 2.0/3 it garnered during the same week last year. ■

## Kelly, LIN team for teens

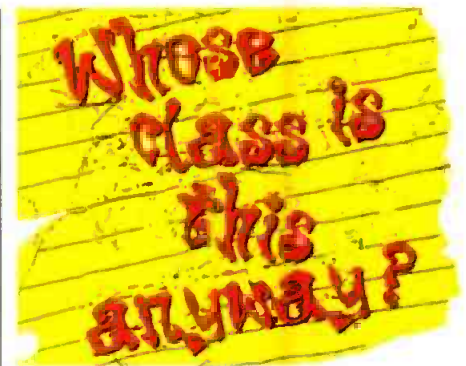
Target two new educational shows to 13-16-year-olds

By Cynthia Littleton

**K**elly News & Entertainment has partnered with LIN Television to launch an FCC-friendly teen block in first-run syndication next fall.

Like other small distributors, Kelly N&E is looking to tap into broadcasters' demand for youth educational programming generated by the FCC's newly approved three-hour weekly mandate. Most new offerings aim for the under-10 set, but Kelly N&E is going after 13-16-year-olds with a game show and a sitcom.

*Peer Pressure*, from the creators of the MTV game show *Singled Out*, uses a format loosely based on the enduring board game *Life* to examine



the moral challenges and social dilemmas most teenagers face.

*Whose Class Is This Anyway?* is a sitcom about an idealistic teacher who gives his students responsibility for running the school. The series will be

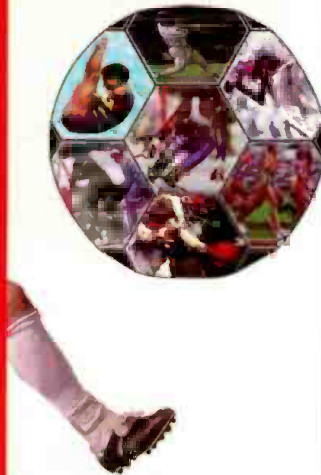
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**Broadcasting**

narrated, *Wonder Years*-style, by a budding, 10th-grade stand-up comic.

Kelly N&E, the programming arm of Kelly Broadcasting, has enlisted academics from UCLA and Columbia University, among others, as consultants on the project. The shows will be offered separately or as an hour block for an even seven-minute barter split. LIN is co-financing the shows with Kelly to help its nine stations meet the new FCC standard. The block also has been cleared on Kelly's network affiliates in Sacramento, Calif., and Seattle.

"There's virtually nothing educational on TV, cable or broadcast for teenagers," says Alan Winters, executive vice president of Kelly N&E. "We've designed two shows that will be very commercial and still be educational."

*Peer Pressure* and *Whose Class Is This Anyway?* mark a major expansion of Kelly's production and distribution efforts, as well as its first effort in children's programming. ■

**Oprah loses out  
to Lehrer**

The job ultimately went to PBS's Jim Lehrer, but Oprah Winfrey was high on the Clinton/Gore campaign's list of hosts for the second presidential debate, to be conducted in a town hall (read: talk show) format next week in San Diego. The GOP had ABC newsman Ted Koppel in mind for the Oct. 16 event, according to John Buckley, communications director for the Dole campaign. The two sides went through a short list of other names before settling on Lehrer. Buckley denied speculation that the Dole campaign balked at Winfrey because Republican leaders perceive her as too liberal. Democrats say Winfrey was one of many celebrities considered in an effort to generate more interest in the debate. "Oprah would clearly appeal to a broad spectrum of people who might not otherwise watch the debate," said Clinton/Gore campaign spokeswoman Lisa Davis. —CL



# NBC sees daylight for daytime

*Buoyed by growth in households and key demos, network prepares to add new Spelling soap*

By Lynette Rice

**N**BC daytime—empowered by ratings growth in households and key female demographics—is looking to 1997 as the year in which it begins to enjoy the same success as its prime time counterpart.

Consistently shadowed by the monolith that is CBS's *The Young and the Restless* and *The Price Is Right* and by the strength of ABC powerhouses *All My Children* and *General Hospital*, NBC plans to drop the viewer-challenged magazine show *Real Life* in January to make way for Aaron Spelling's *Sunset Beach*. Another soap, network executives say, may be in the works by next fall for a potential launch in spring 1998.

Promising a coastal drama different from NBC's former *Santa Barbara*, *Sunset Beach* will focus more on 20-something friends and less on the traditional family units that anchor soaps, says Susan Lee, senior vice president, NBC daytime. At least four actors have been cast, including Ashley Hamilton and Randy Spelling, the producer's son, who has already had acting stints on Fox's *Beverly Hills, 90210*.

"I think there is more pressure on us [from prime time counterparts] because working here you certainly feel that you want to be performing as well. You want to be able to say 'I got an A on my report card too,'" says Lee. "We decided on a new soap because our feeling was it was a branding issue, particularly with so many channels where you can get a lot of different programming. What networks do that's unique is daytime dramas."

And it's something CBS seems to do best with its number-one *The Young and the Restless*, which finished last season with a 7.6 Nielsen rating/27 share, up 4% over the previous year. Coupled with the strength of *Price Is Right* and *Guiding Light*, CBS won for the eighth year in a row in households (5.3/20). ABC followed, with a 3.9/14, and NBC had a 3.2/12.

Yet the number-three ranking didn't



'Days of Our Lives' is NBC's strongest soap.



The network is dropping 'Real Life,' above, for new soap 'Sunset Beach.'

tell the whole story for NBC, which enjoyed the largest growth in households, with a 17% jump over the previous season. Strides also were made in women 18-49, up 20%, and women 18-34, up 22%. Lee says. She attributes the growth to over-the-top *Days of Our Lives* stories of exorcism and stolen

human eggs.

Yet ABC still took the top prize last season for women 18-49 (3.1), followed by CBS (3.0) and NBC (2.4). To boost its share of those viewers this year, ABC plans to expand its practice, started on *All My Children* last season, of incorporating recaps and teasers for

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each episode to keep fans updated.

"We're not in the household games, we're in demographics," says ABC's Pat Fili-Krushel, president, ABC daytime. "Women 18-49—that is our goal, and we have been number one since 1975."

Whether *Sunset Beach* represents a threat to ABC and CBS and a boon to advertisers remains to be seen. ABC, for instance, already has its own investment in *The City* and worries more about the loss of talent from an already small writing pool than about an increase in competition.

"Writers burn out. It's very intensive," she says. "We call it the Venus flytrap of storytelling. It would be great to give them a hiatus so they [could] regenerate. We're talking 52 weeks, or 260 episodes."

"Now is an excellent time for NBC to introduce a third soap," counters Michael Maloney, West Coast editor of *Soap Opera Digest*. "*Days of Our Lives* currently is number two in ratings, and *Another World* has had its demographics improve over the last year as well. Since soap fans tend to put one channel on and leave it there for a whole day, adding *Sunset Beach*

to the lineup will help produce a strong soap block for NBC."

Media buyer Bill Sellers of Western Media Inc. in Los Angeles warns that recent network attempts to add soap operas "have essentially failed or have been no better than the syndicated fare that's come across."

In 1995 ABC's *The City*—a new version of the network's *Loving*, which had debuted in 1983—was the last soap introduced to daytime. Earlier, NBC said farewell to three of its soaps: *Santa Barbara*, dropped in 1993 after eight years; *Generations*, which debuted in 1989 but was canceled less than two years later, and *Search for Tomorrow*, off in 1986 after four years on the network and 31 years on CBS.

CBS's *The Bold and The Beautiful*, launched in 1987, ranks as one of the most successful new soaps since the launch of sister show *The Young and the Restless* 24 seasons ago.

"The expansion doesn't have as much to do with distribution as [with] getting affiliates to go along.... It's been a struggle," Sellers says. "If they are going to expand, affiliates are going to have to give up time and inventory for syndicated stuff and

work for both parties."

NBC says its has clearance in at least 90% of the country and promises to be available for promotional support to stations over the next two years—roughly the same time period that networks give for a new soap to succeed.

"History suggests it's a long haul to come up with a project that changes viewership patterns," Sellers says. "I'd bet against it, and I'm right probably 90 percent of the time." ■



Barry Scheck

## Righting wrongs is focus of new show

By Cynthia Littleton

**A** former member of O.J. Simpson's defense team is returning to TV with a new twist on the *America's Most Wanted/Cops* theme.

*Falsely Accused/Wrongly Convicted with Barry Scheck* will be hosted by the New York lawyer who gained fame for grilling criminologist Dennis Fung during the Simpson murder trial. The half-hour weekly is being produced by New York-based independent Globalvision, whose credits include the public TV series *Rights and Wrongs: Human Rights Television*.

PBS is an option for *Falsely Accused*, but Globalvision is looking for a wider audience in syndication and has shopped the project to King World Productions, New Line Television and other distribu-

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tors. Scheck has been hired by King World to provide analysis on the Simpson civil trial for King World's *Inside Edition* and *American Journal*. There's a chance the *Falsely Accused* concept will be introduced next year as a segment on one of those shows.

"I think these are naturally compelling stories," says Scheck. "We're going to focus on cases where there have been recent exonerations or

[where] there are ongoing reasons to [think] there will be exonerations."

Scheck is head of the Innocence Project at New York's Cardozo School of Law, which concentrates on using DNA evidence to exonerate wrongly convicted criminals. Several former Simpson jurors have said that their opinions were shaped by Scheck's attack on the reliability of DNA and other physical evidence in the case.

Globalvision executive producer Steve Anderson hopes the show will thrive on tips from viewers and a World Wide Web site designed to serve as an information clearinghouse and forum for the wrongly accused.

"The essence of our criminal justice system is the ability to correct our mistakes," says Anderson. "We want to create a bigger entity than a TV show by raising awareness about these cases." ■

## TELEVISION TALK

### 'Cloak & Dagger' for ABC

In a rare venture, Warner Bros. Television and Universal Television will co-produce the midseason *Cloak & Dagger*, an action/adventure suspense drama for ABC. The network has ordered 13 episodes of the drama, designed for the 8-9 p.m. time slot. Production will begin immediately on the Universal lot and will unite producers Sam Raimi and Rob Tapert of Universal with Warner Bros.' John McNamara.

### CBS, CTW deal

CBS last week officially announced a deal with Children's Television Workshop to create children's programming for the network's Saturday morning lineup. The network says that although it already has two hours of educational programming in *Beakman's World*, *Bailey Kipper's P.O.V.*, *Secrets of the Cryptkeeper's Haunted House* and *CBS Storybreak*, it is looking to CTW for development of three half-hour series, committing to at least one for fall 1997.

### Fox targets niños

Fox is gearing up for the Nov. 1 launch of its 24-hour children's channel in Latin America. It announced that the channel will be transmitted in Spanish, Portuguese and English and will target 19 countries throughout the region. The new channel will feature first-run series from its U.S. counterpart, including *Goosebumps* and *Casper*, and will premiere for the first time in Latin America *Power Rangers Zeo*, the sequel to *Mighty Morphin Power Rangers*, and the educational series *Wishbone*. "The success of our programming block currently broadcasting on [Latin America's] Canal Fox gives us confidence that children in Latin America should embrace a 24-hour Fox Kids Net-

work," says Margaret Loesch, chairman of Fox Children's Network.

### ABC is ABC again

What's in a name? Apparently, a lot. Capital Cities/ABC Inc. has officially changed its name to ABC Inc. The shorter name "seems more appropriate now that it is a division" of Disney corporation," the company says.

### Suddenly more cast changes

Impressive ratings didn't stop Warner Bros. and NBC from making changes in the cast of *Suddenly Susan*. Caroline McWilliams and Kurt Fuller have

been replaced by Swoosie Kurtz (*Sisters*) and Ray Baker (*Under Suspicion*) as Brooke Shields's parents in the Thursday night show. The new actors can be seen beginning Oct. 31.

### Emergency action

Johns Hopkins School of Public Health in Baltimore is teaming with NBC and its affiliate WBAL-TV there on a weekly local newscast feature, *Following ER*, to deliver health information "using television drama and news, the Internet and telephone audiotext." The segment will air on Thursday. —LR

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### All American at Bey

All American Television is hoping that broadcasters in key markets will take a second look at *Richard Bey* after examining the performance of some of this season's freshman talkers. The national clearance level for *Richard Bey*, distributed by All American for Chris Craft Television, stands at 53 stations covering about 55% of the country. The campy talker was not renewed for a third season in Chicago, Boston, Washington, Detroit and other major markets. All American is pitching *Richard Bey* as a midseason replacement to stations saddled with underperforming new shows in those markets.

### PBS rocks

Pebbles, Dino and Bamm Bamm are headed for public TV in *Cave Kids*. Turner Program Services has licensed a new package of cartoons featuring the Flintstones tots to public broadcasters covering 65% of the country for a three-year term. Turner's Hanna-Barbera Cartoons has produced eight new half-hours aimed at helping preschoolers to develop social skills. TPS is dis-

tributing the series through the public TV program-exchange division of American Program Services.

### All thumbs (up)

Has the fight gone out of Siskel and Ebert, or is Hollywood on a roll? The dueling film critics set a record last month by giving thumbs up to all titles surveyed on two consecutive editions of their long-running weekly movie roundup distributed by Buena Vista Television. Says Gene Siskel: "I hope this corrects the notion that critics prefer to give negative reviews and that Roger and I like to disagree."

### 'Elliott' makeover on track

In spite of station switches in most top markets, the third-season makeover is starting to work for *Gordon Elliott* on more than a half-dozen key stations. The talk show's ratings have climbed 50% from week one to week two on WCBS-TV New York to rank third in its 9 a.m. time slot behind WABC-TV's *Live with Regis & Kathy Lee* and WNBC-TV's *Real Life*. Gordon also is growing by double-digits in San Francisco, Boston,

Atlanta and Washington. The show shifted its tone from controversial to comedic this season after switching from the Fox O&O group to CBS-owned stations.

### Thicke hosting 'Pictionary'



Alan Thicke has been tapped as host of *Pictionary*, a new game show headed for daytime next year from Worldvision Enterprises. A veteran TV writer, producer and composer, Thicke acted in the long-running ABC sitcom *Growing Pains* and hosted the 1983-84 late-night strip *Thicke of the Night*. Worldvision shot a pilot for the game show, based on the popular board game, with Thicke last month.

### Dumb luck

*America's Dumbest Criminals* got off to a better-than-bumbling start last month, posting a 2.6 average household rating and 8 share in Nielsen's metered markets in its premiere week of Sept. 16. The new reality weekly from Worldvision Enterprises boosted its year-ago time period averages by 24%. The debut of another reality weekly, Tradewinds Television's *Bounty Hunters*, managed to improve on its lead-in with an average 2.2/6 in 23 metered markets.—CL

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### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 22. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.7/229/97
2. Jeopardy!	8.9/223/97
3. Home Improvement	8.8/234/98
4. Oprah Winfrey Show	7.9/236/99
5. Seinfeld	7.1/222/96
6. Portfollo XV	6.1/196/96
7. NFL on TNT '96	5.9/2/72
8. Entertainment Tonight	5.8/183/94
9. Simpsons	5.4/210/96
10. Hercules, Journeys of	5.2/208/94
11. Star Trek: Deep Space Nine	5.1/230/97
12. Inside Edition	5.0/153/92
13. Mad About You	4.5/210/94
14. Live w/Regis & Kathie Lee	4.3/240/99
14. Xena: Warrior Princess	4.3/189/92





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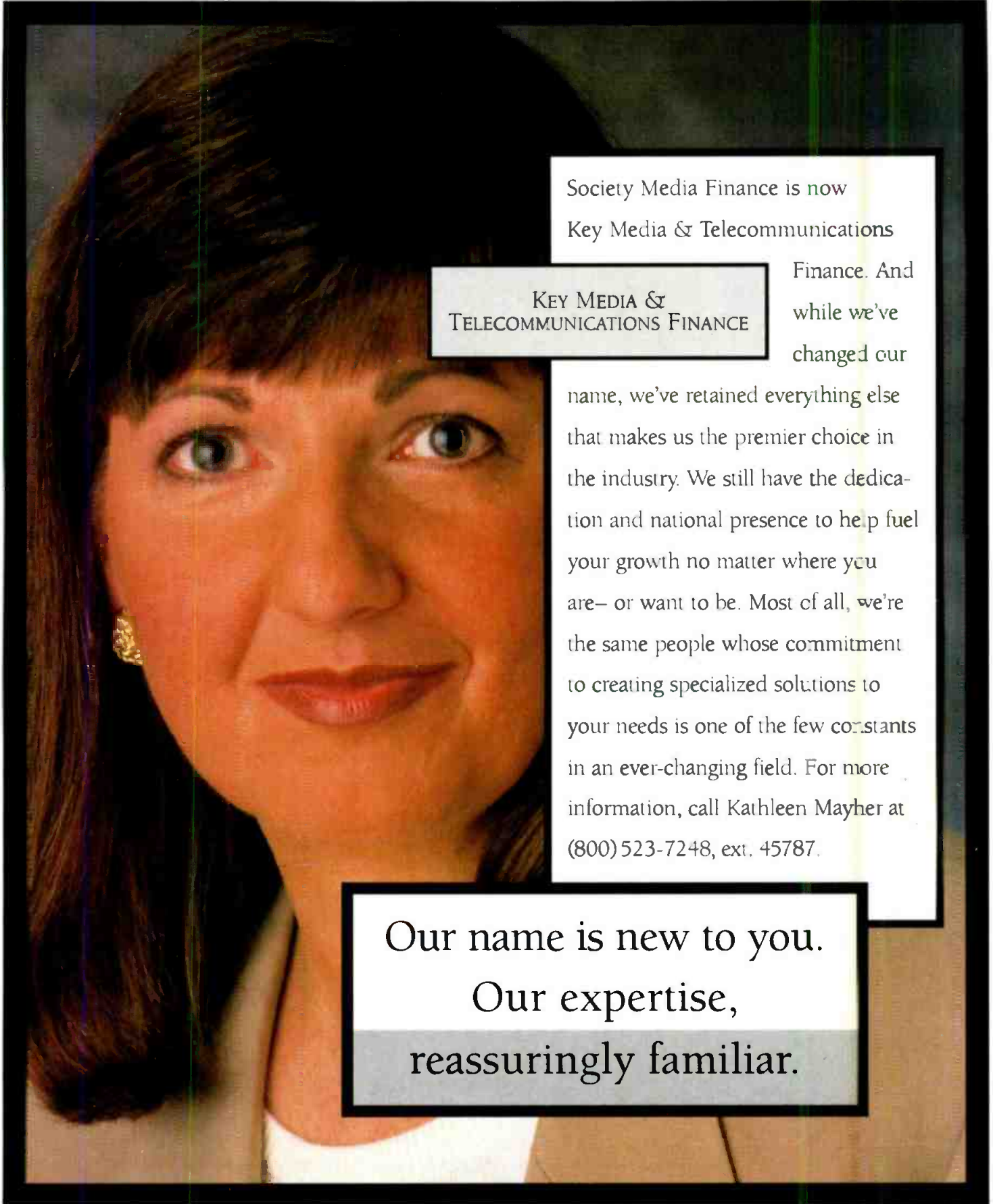


# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 23-29

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 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	abc	CBS	NBC	Fox	U/PIN	WB
<b>2</b>	<b>14.1/22</b>	<b>12.9/20</b>	<b>12.0/19</b>	<b>6.0/9</b>	<b>3.1/5</b>	<b>2.2/4</b>
<b>MONDAY</b>	8:00 88. Olympic Gymnastics Championship 5.6/9 9:30 <b>5. NFL Monday Night Football—Miami Dolphins vs. Indianapolis Colts</b> 18.1/29 10:00 10:30	8:00 <b>8. Cosby</b> 14.9/24 17. Pearl 13.2/20 13. Murphy Brown 13.6/20 20. Cybill 12.7/19 33. Chicago Hope 11.5/19	41. Jeff Foxworthy* 9.3/15 48. Mr. Rhodes* 8.8/13 15. NBC Monday Night Movie—She Cried No 13.4/21	61. Melrose Place 8.1/13 95. Party Girl 4.1/6 100. Lush Life 3.5/5	104. The House 3.3/5 98. Mal & Eddie 2.6/5 111. Goode Hour 2.7/4 111. Sparks 2.7/4	117. 7th Heaven 2.0/3 114. Savannah 2.4/4
<b>TUESDAY</b>	8:00 <b>12.4/20</b> 23. Roseanne 12.5/21 8:30 36. Life's Work 10.4/17 9:00 <b>6. Home Imprvmt</b> 16.5/25 9:30 <b>9. Spin City</b> 14.8/23 10:00 38. Relativity 10.2/17 10:30	<b>8.7/14</b> 39. Promised Land 8.1/13 44. CBS Tuesday Movie—After Jimmy 9.0/15	<b>13.2/21</b> 23. Mad About You 12.5/21 23. Smthg So Right 12.5/20 <b>10. Frasier</b> 14.2/22 18. Caroline in/City 12.9/20 13. Dateline NBC 13.6/23	<b>4.8/8</b> 93. Fox Tuesday Night Movie—Pretty Poison 4.8/8	<b>3.2/5</b> 97. Voesha 2.7/6 107. Homeboys 2.0/5 107. The Burning Zone 3.0/5	
<b>WEDNESDAY</b>	<b>11.0/18</b> 43. Ellen 9.2/16 8:30 64. Townies 7.8/13 9:00 19. Grace Undr Fire 12.8/20 9:30 27. Drew Carey 12.2/19 10:00 29. PrimeTime Live 11.9/21 10:30	<b>9.1/15</b> 36. The Nanny 10.4/18 26. The Nanny 12.4/20 63. CBS Tuesday Movie—Once You Meet a Stranger 8.0/13	<b>9.2/15</b> 68. Wings 7.5/13 78. J Larroquette 6.6/11 64. NewsRadio 7.8/12 52. Men Behv Badly 8.7/14 27. Law & Order 12.2/21	<b>7.5/12</b> 57. Beverly Hills, 90210 8.3/14 77. Party of Five 6.7/11	<b>4.6/8</b> 98. The Sentinel 4.0/7 92. Star Trek: Voyager 5.1/3	105. Sister, Stat 2.1/5 109. Nick Freno 2.9/5 105. Wayans Er 2.1/5 102. Jamie Fox 2.4/5
<b>THURSDAY</b>	<b>6.5/10</b> 83. High Incident 6.0/10 8:30 9:00 81. Chariots of the Gods? Mysteries Cont 6.2/10 9:30 10:00 72. Turning Point 7.2/12 10:30	<b>8.4/14</b> 41. Diagnosis Murder 9.3/15 53. Moloney 8.6/13 70. 48 Hours 7.3/12	<b>20.9/34</b> <b>4. Friends</b> 18.4/31 <b>7. The Single Guy</b> 16.3/26 <b>2. Seinfeld</b> 22.0/34 <b>3. Suddenly Susan</b> 20.0/31 <b>1. ER</b> 24.2/40	<b>6.8/11</b> 83. Martin 6.0/10 75. Living Single 6.8/11 72. New York Undercover 7.2/11		
<b>FRIDAY</b>	<b>10.4/19</b> 40. Family Matters 9.7/18 8:30 35. Sabrina/Witch* 10.9/20 9:00 46. Clueless 9.0/16 9:30 48. Boy Meets World 8.8/15 10:00 29. 20/20 11.9/22 10:30	<b>7.7/14</b> 70. Dave's World 7.3/14 79. Ev Loves Raymd 6.5/12 64. Mr. & Mrs. Smith 7.8/14 57. Nash Bridges 8.3/16	<b>9.2/17</b> 43. Unsolved Mysteries 9.2/17 39. Dateline NBC 10.1/18 57. Homicide: Life on the Street 8.3/15	<b>6.9/12</b> 88. Sliders 5.6/10 60. The X-Files 8.2/14		
<b>SATURDAY</b>	<b>6.1/11</b> 87. Second Noah 5.8/11 8:30 9:00 74. Coach 6.9/12 9:30 90. Common Law* 5.5/10 10:00 81. Relativity* 6.2/12 10:30	<b>10.6/20</b> 45. Dr. Quinn, Medicine Woman 9.1/17 34. Early Edition* 11.0/20 32. Walker, Texas Ranger 11.6/22	<b>8.2/15</b> 69. Dark Skies 7.4/14 48. The Pretender* 8.8/16 55. Profiler 8.5/16	<b>5.6/10</b> 83. Cops 6.0/11 75. Cops 6.8/13 83. Married w/Chldr 6.0/11 98. Love & Marriage* 3.6/6		
<b>SUNDAY</b>	<b>8.0/13</b> 7:00 79. Am Fun Hm Vid 6.5/12 7:30 48. Am Fun Hm Vid 8.8/15 8:00 55. Lois & Clark 8.5/14 8:30 9:00 67. ABC Sunday Night Movie—A Loss of Innocence 7.7/12 10:00 10:30	<b>13.5/22</b> 22. 60 Minutes 12.6/23 15. Touched by an Angel 13.4/21 11. CBS Sunday Movie—The Bachelor's Baby 14.1/22	<b>11.1/18</b> 80. Dateline NBC 6.3/12 12. 3rd Rock fr/Sun 13.7/22 29. Boston Common 11.9/18 20. NBC Sunday Night Movie—The Lottery 12.7/20	<b>4.8/8</b> (nr) NFL Game 2 7.2/14 102. Big Deal 3.4/6 93. Fox Movie Special—Once a Thief 4.8/8		<b>2.5/4</b> 118. Kiri 1.3/3 116. Brotherly Lv 2.2/4 113. Part 'Hood 2.3/4 109. Steve Harvey 2.3/5 100. Untrap Ev Af 3.3/5 114. Life w/Roger 2.4/4
WEEK AVG	<b>9.7/16</b>	<b>10.3/17</b>	<b>11.9/20</b>	<b>6.0/10</b>	<b>3.6/6</b>	<b>2.5/4</b>
STD AVG	<b>9.8/16</b>	<b>10.5/18</b>	<b>11.8/20</b>	<b>6.1/10</b>	<b>3.4/5</b>	<b>2.5/4</b>





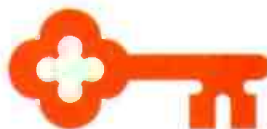
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## Broadcasting

### 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 □ \$40,100,000 □ 1

Combos □ \$84,025,000 □ 3

FMs □ \$26,625,000 □ 5

AMs □ \$350,000 □ 1

Total □ \$151,100,000 □ 10

##### SO FAR IN 1996:

TVs □ \$8,469,980,845 □ 80

Combos □ \$11,001,387,229 □ 276

FMs □ \$2,180,422,623 □ 324

AMs □ \$169,708,914 □ 189

Total □ \$21,821,499,611 □ 869

##### SAME PERIOD IN 1995 (AS OF OCT. 9):

TVs □ \$2,714,425,545 □ 105

Combos □ \$1,617,239,810 □ 168

FMs □ \$529,424,130 □ 289

AMs □ \$79,718,754 □ 147

Total □ \$4,965,281,139 □ 708

Source: BROADCASTING & CABLE

#### TV

**WFXG(TV) Augusta and WXTX(TV)  
Columbus, Ga.**

Price: \$40.1 million

Buyer: Galleria Broadcast Group,  
Atlanta (managing partners Gary

Kneller, Bruce Lumpkin); is buying  
wowl-TV Florence/Huntsville, Ala.  
**Seller:** John D. Pezold, Columbus;  
no other broadcast interests  
**Facilities:** Both ch. 54; wfxg: 4,517  
kw visual, 451 kw aural, ant. 1,120  
ft.; wxtx: 1,000 kw visual, 100 kw  
aural, ant. 1,140 ft.

**Affiliation:** Both Fox

**Broker:** Stan Raymond & Associates  
Inc. (buyer)

#### COMBOS

**KVAR(FM) Riverside/Los Angeles,  
KCAL(AM) Redlands/San Bernardino,  
KSZZ(AM) San Bernardino, KRCX(AM)  
Roseville/Sacramento and KMYC  
(AM)-KSXX-FM Marysville/Sacramen-  
to, all Calif., and KOTK(AM)-KINK-FM  
Portland, Ore.**

Price: \$80 million

Buyer: EXCL Communications Inc.  
(Christopher Marks, chairman; Latin  
Communications Group Inc., 80%  
owner). LCG owns KLOK(AM) San  
Jose/San Francisco-KBRG(FM) Fre-  
mont/San Francisco, KLOK-FM Sali-  
nas/Monterey and KVRG(AM)  
Soledad/Monterey-KVRG-FM Sea-  
side/Monterey, all Calif.; KMXA(AM)  
(formerly KYBG) Aurora/Denver-  
KJMN(FM) Castle Rock/Denver,  
Colo.; WVEA-TV Tampa and WVEN-TV  
Orlando, Fla., and WMDO-TV Wash-  
ington and WMDO (AM) Wheaton,  
Md./Washington; is buying KRZY(AM)  
Albuquerque-KRZY (FM) Santa Fe/  
Albuquerque, N.M.

## Executive shifts

### Reardon new GM at KTLA

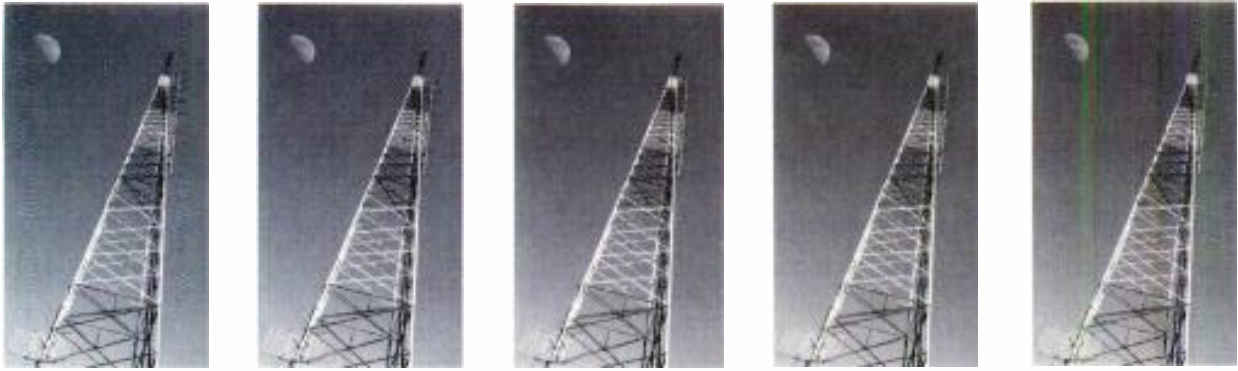
John E. Reardon has replaced Greg Nathanson as vice president and general manager of Tribune's KTLA(TV) Los Angeles. Reardon has been with Tribune for 12 years, serving as station manager of KTLA since 1992. A Tribune spokesperson says that Nathanson, who has been KTLA's general manager since 1992, is leaving the station for a "program development opportunity" to be announced shortly.

### Rafalowski leaves Tradewinds

Mark Rafalowski has stepped down as president of Tradewinds Television, the production/distribution company he founded last year. Rafalowski has sold his interest in Tradewinds to a publicly traded entertainment company, which will be announced soon, he says.

The change will not affect distribution of Tradewinds' programming, including the new reality weekly *Bounty Hunters*, a movie package and the off-PBS children's weekly *Ghostwriter*. Tradewinds was faced with a sudden cash shortfall earlier this year when the company handling its barter advertising sales, Action Media Group, filed for bankruptcy. Rafalowski plans to concentrate on the creative end of the business as an independent producer. He will continue as executive producer of *Bounty Hunters* and is developing a new courtroom reality show focusing on district attorneys.





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capital structure and an attractive return on investment. The senior debt and equity financing that we provided allowed New Century to close on their initial station acquisitions. It was easy. With Union Bank of California, there was no static at all. Stay tuned.



**Seller:** Embarcadero Media Inc., San Francisco (Luis G. Nogales, chairman)

**Facilities:** KVAR: 97.5 mhz, 68 kw, ant. 1,571 ft.; KCAL: 1410 khz, 5 kw day, 4 kw night; KSZZ: 590 khz, 1 kw; KRCX: 1110 khz, 5 kw day, 500 w night; KMYC: 1410 khz, 5 kw day, 1 kw night; KSXX-FM: 99.9 mhz, 1.74 kw, ant. 2,181 ft.; KOTK: 620 khz, 5 kw; KINK-FM: 101.9 mhz, 100 kw, ant. 1,673 ft.

**Formats:** KVAR: country; KCAL: Spanish; KSZZ: country; KRCX: Spanish; KMYC: sports; KSXX-FM: Bongo Latino; KOTK-KINK-FM: adult album rock

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**WLAN-AM-FM Lancaster, Pa.**

**Price:** \$7 million

**Buyer:** Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); owns WHP(TV) Harrisburg/Lancaster (LMA with WLYH-TV) and WRAW(AM)-WRFY-FM Reading, Pa. (for other holdings, see "Cover Story")

**Seller:** Peoples Broadcasting Co., Lancaster (Samuel Altdoerffer IV, president); no other broadcast interests

**Facilities:** AM: 1390 khz, 5 kw day, 1 kw night; FM: 96.9 mhz, 50 kw, ant. 500 ft.

**Formats:** AM: contemporary; FM: adult contemporary

**KHIS-AM-FM Bakersfield, Calif.**

**Price:** \$2.65 million

**Buyer:** Hemisphere Broadcasting LLC, Bakersfield (Clifford N. Burnstein, Peter D. Mensch, owners); owns KKXX-FM and KRAB-FM Bakersfield, KJFX-FM, KFRR-FM and KYNO(AM) Fresno, KSTT-FM and KSLY-FM San Luis Obispo and KXFM-FM Santa Maria, all Calif.

**Seller:** International Church of the Foursquare Gospel Inc., Los Angeles (James Rogers, executive assistant); owns KFSG-FM Los Angeles

**Facilities:** AM: 800 khz, 1 kw day, 440 w night; FM: 96.5 mhz, 50 kw, ant. 550 ft.

**Formats:** Both Christian  
**Broker:** Sterling Associates

**KEZC(AM)-KJOK-FM Yuma, Ariz.**

**Price:** \$1.375 million (includes \$250,000 consulting agreement)

**Buyer:** MonsterMedia LLC, Yuma (Western Newspapers Inc., Gordon Keith Lewis, co-owners); no other broadcast interests

**Seller:** Magnamedia Inc., Yuma (Jim Stowe, president); no other broadcast interests

**Facilities:** AM: 1400 khz, 1 kw; FM: 93.1 mhz, 100 kw, ant. 80 ft.

**Formats:** AM: adult contemporary; FM: hot adult contemporary

**RADIO: FM**

**KWIZ(FM) Santa Ana, Calif.**

**Price:** \$11.2 million cash

**Buyer:** Liberman Broadcasting Inc., Los Angeles (Jose and Lenard Liberman, principals); owns KKHJ (AM) Los Angeles, KBUE(FM) Long Beach and KWIZ(AM) Santa Ana, all Calif.

**Seller:** Odyssey Broadcasting Inc., San Luis Obispo, Calif. (Stuart Subotnick, Michael Kakoyiannis, principals); owns KLYY(FM) Arcadia, KSYF (FM) Fallbrook and WYYY(FM) Oxnard/

Venture, all Calif., and WRKL(AM) New City and WRGX(FM) Briarcliff Manor, N.Y.

**Facilities:** 96.7 mhz, 3 kw, ant. 207 ft.  
**Format:** Asian

**Broker:** Media Venture Partners

**WYAK-FM Surfside Beach/Myrtle Beach and WMYB(FM) Socastee/Myrtle Beach, S.C.**

**Price:** \$5.125 million

**Buyer:** Pinnacle Broadcasting Co., Grand Prairie, Tex. (Philip D. Marella, chairman); owns WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WCPO(AM)-WANG-FM Havelock, WRNS-AM-FM Kinston and WFXK-FM Tarboro/Raleigh/Durham, all N.C.; WYAV(FM) Conway/Myrtle Beach and WRNN-FM Myrtle Beach, S.C., and KLLL-AM-FM Lubbock, Tex.; is buying WDLX(AM)-WERO(FM) (formerly WRRF-WDLX) Washington, N.C.; is selling W DUR(AM)-WFXC(FM) Durham, N.C.

**Seller:** Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrel, president); has LMA with WVCO(FM) Myrtle Beach (for other holdings, see "Changing Hands," Aug. 26)

**Facilities:** WYAK-FM: 103.1 mhz, 12.5 kw, ant. 328 ft.; WMYB: 99.5 mhz, 13.5 kw, ant. 446 ft.

**Formats:** WYAK-FM: country; WMYB: not on air

**Broker:** Star Media Group Inc.

**KEAG(FM) plus option to buy KKRO (FM) (formerly KPXR) Anchorage**

**Price:** \$2.5 million

**Buyer:** Pioneer Broadcasting Co. Inc., Seattle (Matthew N. Clapp Jr., owner); owns KFQD(AM)-KWFL(FM) and KMXS(FM) Anchorage; KXRO(AM)-KDUX (FM) Aberdeen and KKRT(AM)-KKRV (FM) Wenatchee, Wash. Clapp is selling KBRC(AM) Mt. Vernon, Wash.

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**Seller:** Thomas E. Ingstad, Orono, Minn.; owns KXIC(AM)-KKRQ(FM) Iowa City; KLTA(FM) Breckenridge/Fargo and WDAY-FM Fargo, N.D.; KIMM(AM), KFXS(FM) and KOUT-FM Rapid City, S.D., and KXXS(FM) Toppenish and KIT(AM)-KATS(FM) and KMWX(AM)-KFFM (FM) Yakima, Wash.; is buying KKLS (AM)-KKMK(FM) Rapid City; is selling KHAR(AM)-KBRJ(FM) Anchorage; KPFX (FM) Fargo and KSOO(AM)-KMXC-FM Sioux Falls, S.D.; has JSA with WDAY (AM) Fargo  
**Facilities:** KEAG: 97.3 mhz, 100 kw, ant. 593 ft.; KKRO: 102.1 mhz, 25 kw, ant. 174 ft.  
**Formats:** KEAG: classic hits; KKRO: classic rock

**KPHM(FM) Kindred, N.D.**

**Price:** \$800,000  
**Buyer:** Otter Tail Power Co., Fargo, N.D. (John MacFarlane, president); owns KFGO-AM-FM Fargo, KVOX-AM-FM Moorhead and KMRS(AM)-KKOK-FM Morris, all Minn.; is buying KFGX(FM) Detroit Lakes, Minn.  
**Seller:** Above and Beyond Broadcasting LLC, Fargo (Jim Erickson, president); no other broadcast interests

**Facilities:** 92.7 mhz, 25 kw, ant. 328 ft.  
**Format:** Religion  
**Broker:** Johnson Communication Properties Inc.

**RADIO: AM**

**WMOP(AM) Ocala, Fla.**

**Price:** \$350,000  
**Buyer:** Florida Sportstalk Inc., Ocala (Gordon P. Smith, president/33.3% owner); no other broadcast interests  
**Seller:** WMOP Broadcasting Inc., Ocala (Richard Andrews, president); no other broadcast interests  
**Facilities:** 900 khz, 5 kw day, 23 w night  
**Format:** C&W  
**Broker:** Hadden & Associates

—Compiled by Elizabeth A. Rathbun

**Errata**

Some holdings of Nassau Broadcasting Partners LP were incorrectly reported in the Sept. 30 "Changing Hands." Rather than owning WOBM(AM) Lakewood-WOBM-FM Toms River, N.J., Nassau has an LMA with an option to buy the stations.

# One-man band gets play dates

*'Kwik Witz' clears in story of little engine that, so far, can*

By Cynthia Littleton

Steve Belkin has been called a "guerrilla TV producer" and syndication's "one-man band."

To some, the 32-year-old Cleveland native is living proof of the industry adage that broadcasters will always find room for a TV show they like. To others, the story of how Belkin launched the comedy game show *Kwik Witz* in national syndication is evidence that nothing can stand in the way of an entrepreneur with a passion for his product.

"It was his personality that got his foot in the door," says Lyle Banks, president and general manager of NBC O&O WMAQ(TV) Chicago, where *Kwik Witz* is taped.

"I was interested in the show after he sent me a hilarious pitch written out on an easel board," Banks said. "I knew I wanted to meet the guy who put this thing together."

Naturally, Belkin has had his share of setbacks over the past five years. One of the two industry veterans Belkin hired to help sell *Kwik Witz* died last fall, just as he was starting to pick up major markets. But Belkin persevered and beat the odds against small independents by launching the show last month on over 100 stations covering about 77% of the country, including all of the top 15 markets.

"What I saw in *Kwik Witz* was an original idea that was funny and creative and spontaneous with good audience involvement," says Dave Metz, director of program services for ABC O&O KGO(TV) San Francisco. Metz says he decided to take a chance on an unproven producer rather than risk losing a potential hit to a rival station.

Hosted by *Second City* alumnus

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Andi Matheny, the half-hour show features two pairs of "comedy professionals" competing to top each other in a series of improvisational challenges scored by the studio audience. The timed challenges range from providing a new soundtrack to short video clips to situational setups such as: What if items left too long in the fridge could talk?

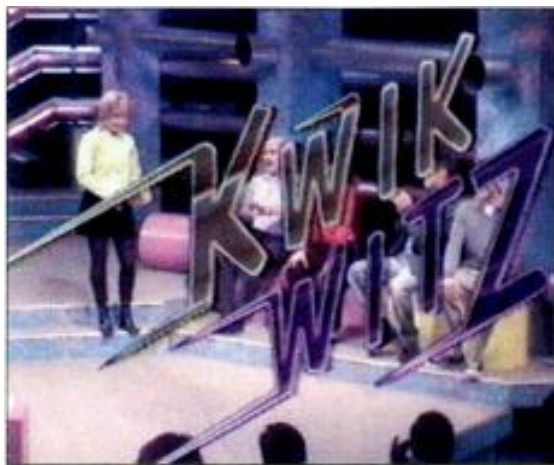
Belkin's brainchild bears some resemblance to the British comedy *Whose Line Is It Anyway?*, as that show's producers noted when they contacted Belkin to say they had no plans to sue. Belkin, a devotee of comedy and improv clubs, maintains he thought of the premise for *Kwik Witz* long before reruns of *Whose Line* began airing domestically on cable's Comedy Central.

In its first two weeks on the air, *Kwik Witz* has averaged a 1.6 household rating and 8 share in Nielsen's metered markets. Many of the clearances are in graveyard time periods, but Belkin has also scored the post-*Saturday Night Live* slot on several NBC affiliates. On KUSA(TV) Denver, *Kwik Witz* grew from a 2.1/9 in week one to a 4.6/19 in week two, while its *Saturday Night Live* lead-in rating remained flat at a 5.

Before *Kwik Witz*, Belkin's TV experience was limited to syndicating a Green Bay Packers post-game show in Wisconsin through his Cleveland-based company Sports Media Management. His concept for *Kwik Witz* won him a development deal with NBC Productions in 1992. Two years later, the project moved over to Vin Di Bona Productions, where it also failed to get off the ground.

Finally, Belkin decided to go into hock and finance a 13-episode test run last summer on the ABC affiliate in Milwaukee as the first step toward a national launch in syndication. In head-to-head competition with *SNL*, *Kwik Witz* came in second in its 11 p.m. time period.

That track record earned an enthusiastic response from several major distributors, but Belkin didn't want to give up ownership stakes in the show. Nor did he want to pay a large fee to a small distributor, so Belkin formed his own outfit, Beau & Arrow Productions, and went out "barnstorming." Today, Belkin says he wishes he had the time and resources to handle the national barter ad sales for the show.



"I know at least a few stations picked up the show just because they thought it was nice to see somebody small giving this business a go," says Belkin. "But I hope that a minimum of our clearances came out of pity."

From the beginning, Belkin says he was driven by a desire to buck a system that favors large producers.

"I at least wanted the opportunity to fail," he says. "I didn't want to not give it a try because the system says that a guy from Cleveland can't launch a show." ■

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# TV raising its news budgets

BROADCASTING & CABLE annual survey of news directors finds budgets on the rise

By Harry A. Jessell

**T**V stations continue to pour more money into news, according to BROADCASTING & CABLE's annual survey of local news executives.

Nearly three-quarters of the 75 TV news directors canvassed say their 1996 operating budget is up from last year, and the same number thinks it will enjoy an increase next year.

For many, the increases do more than just cover inflation. More than a third report that their 1996 hike is greater than 10%.

Of those expecting an increase in 1997, 40% say the extra cash will go

## Survey '96

toward upgrading the newsroom: 27% say they will put the money into personnel.

Other key findings:

- Peter Jennings is still considered the best national news anchor, although by a smaller margin than last year.

- Four-fifths (81%) think that news should be exempt from the TV program ratings system now being drafted by the broadcasting and cable industries.

- Three-quarters think that computers will replace tape in the newsroom

within five years.

- Just over half of the ABC affiliates say ABC's decision not to launch a cable news service was "for the best," while 82% of the NBC affiliates say they will participate in their network's MSNBC cable venture.

- NBC affiliates are happiest with their network's news feed service, 94% rating it "excellent" or "good." But 56% of all affiliates say their network services are no better or worse than independent services such as CNN and Conus.

The complete survey, conducted by Cahners Research during the week of Sept. 12, follows.

### 1 Of the four major national news organizations (ABC, CBS, CNN and NBC), which do you consider to be the strongest overall?

	ABC	CBS	CNN	NBC	N/A
ABC affiliates	57.1%	4.8%	28.6%	9.5%	—
CBS affiliates	5.3%	21.1%	31.6%	36.8%	5.3%
Fox affiliates	—	—	60.0%	40.0%	—
NBC affiliates	17.6%	5.9%	23.5%	52.9%	—
Independent	41.7%	8.4%	33.3%	16.7%	—
Overall	28.4%	9.5%	31.1%	29.7%	1.4%
(Overall 1995)	42.7%	6.7%	34.9%	9.3%	6.4%

### 2 Whom do you consider the best national news anchor?

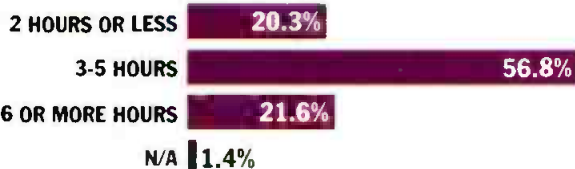


	JENNINGS (ABC)	RATHER (CBS)	BROKAW (NBC)
	59.5%	14.9%	23.0%
(1995)	62.7%	9.3%	14.7%

### 3 Which network do you consider has the best network evening news broadcast?

	ABC	CBS	NBC
ABC affiliates	76.2%	4.8%	19.0%
CBS affiliates	36.8%	42.1%	21.1%
Fox affiliates	20.0%	20.0%	60.0%
NBC affiliates	11.8%	5.9%	82.4%
Independent	50.0%	25.0%	25.0%
Overall	43.2%	18.9%	37.8%
(Overall 1995)	56.0%	9.3%	24.0%

### 4 How many hours of news does your station air each day?



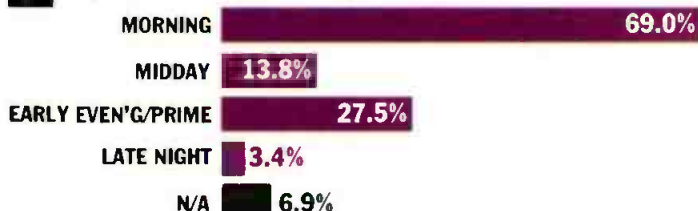
### 5 Do you plan to increase the number of news hours in the next six months?



### 6 If yes, do you intend to expand staff?



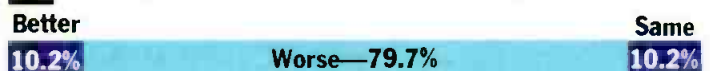
### 7 If yes, what daypart are you targeting?



### 8 Some news directors say that good behind-the-camera producers are in short supply. Do you agree?



### 9 Is the problem better or worse than in previous years?



### 10 Is your news budget up or down from last year?



### 11 If up, by how much?



### 12 If down, by how much?

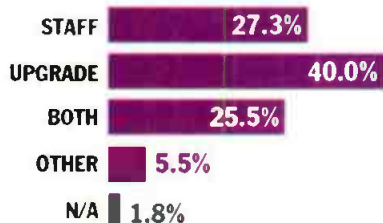




**13** Do you expect your budget to increase or decrease in 1997?



**14** Will the increase be used for more staff or for facilities upgrade?



**15** Are you in the market for a new newsroom system?



**16** Do you see video servers and nonlinear editing replacing VTRs and tape-to-tape editing within five years?



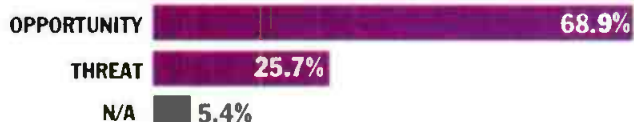
**17** Are you programing (or do you plan to program) news for another TV station in your market?



**18** Are you programing (or do you plan to program) news on a cable channel in your market?



**19** Do the 24-hour news channels represent an opportunity or a threat to local affiliates?



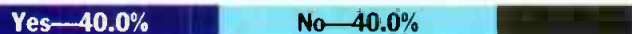
**20** How would you characterize ABC's decision not to launch a cable news channel? (ABC affiliates only)



**21** Are you participating (or do you plan to participate) in the local programing opportunity presented by MSNBC? (NBC affiliates only)



**22** Are you participating (or do you plan to participate) in the local programing opportunity presented by Fox Cable News? (NBC affiliates only)



**23** Do you think that an online presence to reach potential viewers eventually will be a must for local TV news operations?



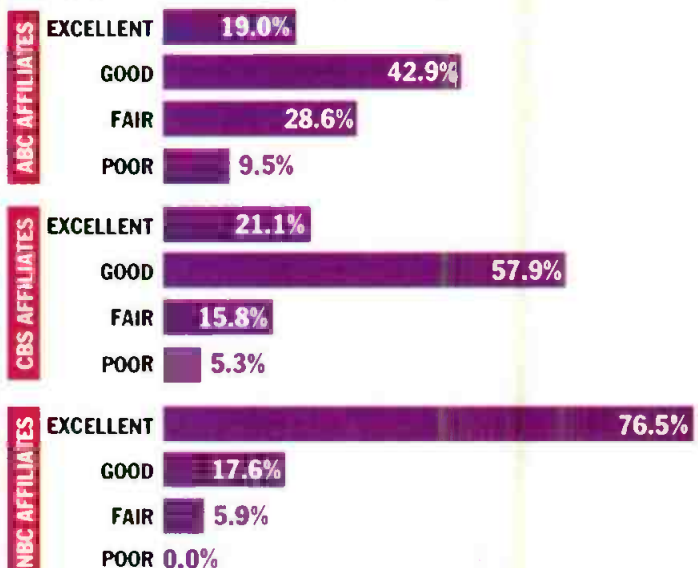
**24** Does your station have a Website to which the news department contributes (or plans to contribute)?



**25** Have you or do you plan to do any kind of joint news venture with another news organization in your market?



**26** How would you rate your network's news service?



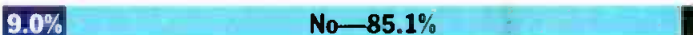
**27** How does your network news service compare with the independent news services to which you subscribe? (Network affiliates that are independent news service subscribers only)



**28** Do you think that local TV news is overly violent?



**29** Would less emphasis on violence cost you in the ratings?



**30** Should news programing be exempt from so-called V-chip ratings?



**THE RESPONDENTS**

The 75 news directors responding to the BROADCASTING & CABLE survey can be categorized as follows:

Market size of respondents' stations	1-20	23.0%
	21-50	27.0%
	51-100	28.4%
	100+	21.6%

Affiliation of respondents' stations	ABC	28.4%
	CBS	25.7%
	Fox	6.8%
	NBC	23.0%
	UPN	2.7%
	WB	1.4%
	Other	12.2%

# Three on top of the news

Being number one is the goal of every local TV news department in the country, but it's one of the most difficult goals to achieve. Viewer loyalty to TV personalities, including local news anchors, doesn't change easily. A survey of reps, news consultants and others who take the pulse of the local TV business were hard-pressed to come up with more than a handful of stations that have moved up from number two or three, across their local news dayparts, to number one in the last three years. Profiled on this page through page 48 are three that did it—KFOR-TV Oklahoma City, WTAJ-TV Altoona, Pa., and WAFB-TV Baton Rouge, La. Common to all three turnaround strategies were strong corporate commitment, community-focused news coverage, aggressive promotion and strong support from news consultants.

## KFOR-TV Oklahoma City (NBC, ch. 4)

Owner: New York Times Co.

News Director:

Mary Ann Eckstein

No. 1: 5 p.m. newscast,  
May 1996 (10 rtg/25 share)



Audience targeting was critical for KFOR-TV.

Randy Taylor

## Business approach pays off

Since KFOR-TV Oklahoma City climbed to the top of the local news race in May 1995, two key executives involved in the turnaround have moved to other stations where they hope to perform the same feat. KFOR-TV's former general manager, Bill Katsafanas, now runs WCMH-TV Columbus, Ohio, an NBC owned-and-operated station, and the former news director for KFOR-TV, Melissa Klinzing, joined KMGH-TV Denver in the same capacity six months ago.

Reached last week at her new digs, Klinzing outlined the strategy that she and her colleagues used at KFOR.

"It's critical to see what is not being done in the market," she says. "It's also important for the staff to think commercially—that this is a business, that you must be responsive to what viewers want and that there is nothing journalistically unsound about this."

Klinzing says the station made an effort to do more "news you can use" stories and, "stylistically, to make things more entertaining and attrac-

tive." In the story-selection process, she says, the station weeded out coverage of one too many courtroom trials and stories dealing with the minutia of the legislative process.

As for on-air talent, Klinzing says there were no "wholesale blowouts. It was a mix of the really good talent we already had and a few new faces." During her tenure, a new face that was added was weatherman Mike Morgan, a rising star at a competitive station. "He really turned the whole weather thing around and was a significant factor in the ratings increase."

Two critical issues for the station, Klinzing says, were promotion and targeting the news audience that KFOR wanted to reach. "We went aggressively after the female audience," she says, with a new 4:30 p.m. newscast.

On the promotion front, the station's motto became "Oklahoma News Channel." "We wanted to be the CNN of the market," she says, and the station added updates every hour around the



KFOR-TV's former general manager, Bill Katsafanas

clock. At the same time, "we almost abandoned on-air image promotion entirely and did topical promotion. And we created relationships between newscasts, particularly our 4:30 p.m. and 10 p.m., which we would cross-promote, and in some cases, even start a story at 4:30 and finish it at 10."

But as with other turnarounds, a key ingredient at KFOR was the commitment of then-parent company Palmer Communications, which approved budgets to increase the weekly news output from 25 hours to more than 40 hours, Katsafanas says.

Frank N. Magid Associates, a station consultant, also helped significantly, she says, constantly offering promotion and story ideas. —SM



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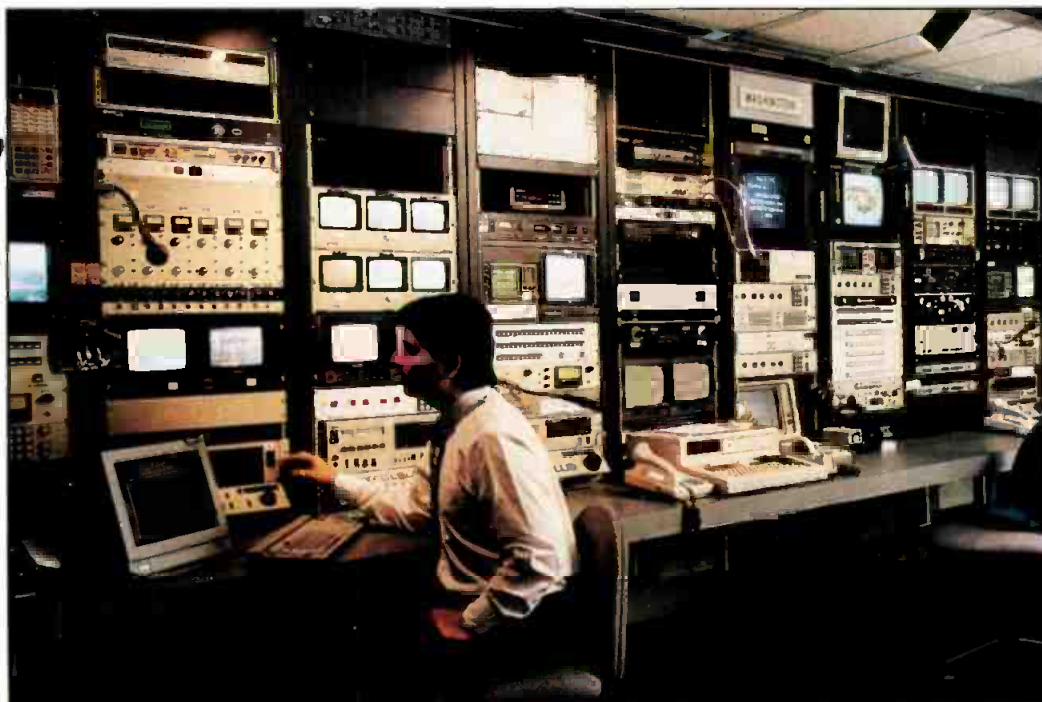
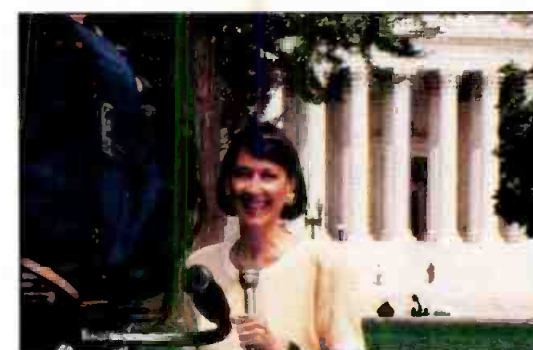
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**WTAJ-TV**Altoona, Pa.  
(CBS, ch. 10)Owner: Gateway  
CommunicationsNews Director: Dennis Fisher  
No. 1: 6 p.m. newscast,  
July 1996 (17 rtg/ 34 share)

# Money talks for WTAJ-TV

*Corporate commitment, promotion boost news presence*

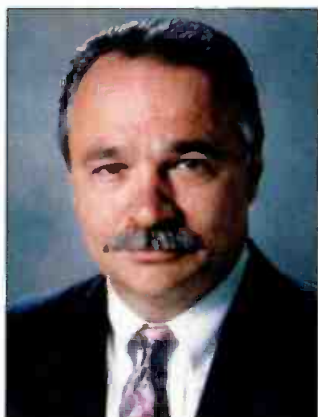
It is no accident that WTAJ-TV Altoona, Pa., a perennial number-two in the Johnstown-Altoona market, surged to number-one across all news dayparts in just over a year, according to general manager Lou Gattozzi and news director Dennis Fisher. The climb to the top resulted from a number of factors, they say, including a commitment from owner Gateway Communications for a \$2 million-plus capital expenditure program.

That commitment enabled the station to double the amount of weekly news programming to 27 hours (over a two-year period), build a new news set and do more and better quality news promotion. In addition, Gateway was determined to spend what was necessary to acquire top syndicated product such as *Seinfeld*, *Home Improvement* and *Rosie O'Donnell* to generate the audience flow necessary to boost the news numbers.

The news department also shared directly in the expenditures, hiring the extra people it needed to handle the news expansion, and buying a new satellite newsgathering truck and other equipment.

The commitment has paid off in ratings: Over the past year WTAJ-TV's 6 a.m. newscast, a half-hour it used to lose, surged to a 50 share, according to Fisher, and the station's noon newscast went from being deadlocked to having a 14 share-point lead.

Johnstown-Altoona is a unique market in that the hyphenated cities are



(top l-r) WTAJ-TV General Manager Lou Gattozzi, News Director Dennis Fisher, (bottom l-r) Co-anchors Gabrielle DeRose and Luke Michaels



divided by the Allegheny mountain range. With two of the market's metro counties on the same side of the mountain range as Johnstown, WJAC-TV Johnstown tended to have a 6 or 7 share-point lead throughout most of the day, for the past 20 years. "There's kind of a mindset that they are separate markets," says Gattozzi. "But we are not treating them as separate markets. We're treating WTAJ as a regional television station that serves [the entire market], because that's where our signal goes."

Several years ago, the station acquired *Oprah*. Coupled with more recent purchases, Gattozzi says, the

station's entertainment programming schedule "really rounds out the television station to one that is very attractive from the viewers' perspective."

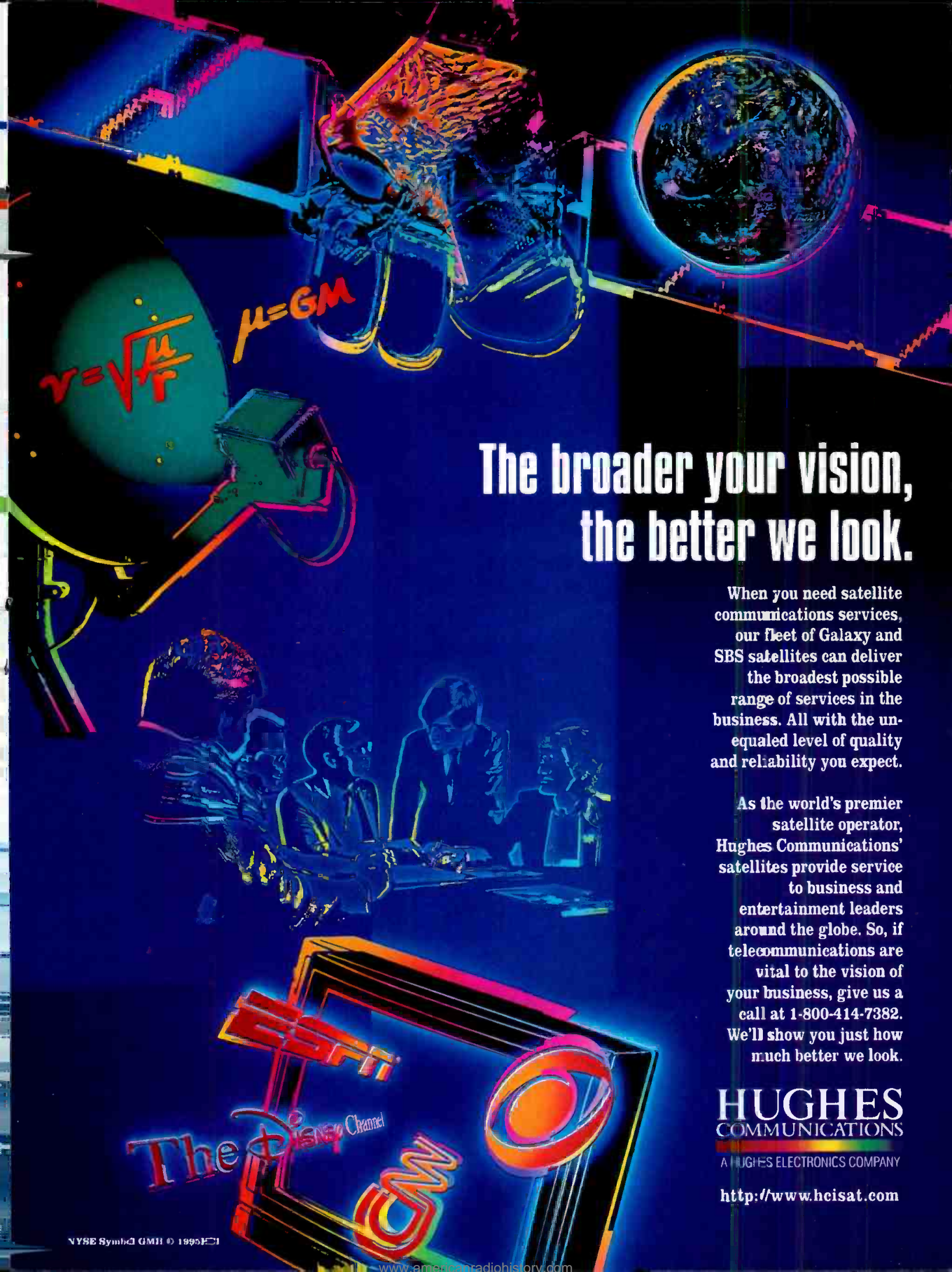
From a promotion standpoint, WTAJ-TV has repositioned itself in the market as "live, local and late-breaking," Gattozzi says. There also is a heavy emphasis on weather, he says, noting a recent day when the station cut in throughout the day to update viewers on a major storm. "We do it in a manner that is not alarmist, but informational," he says.

"When you look at the total package, you can't ask much more than having strong corporate support, a good network, strong syndicated product and a news department that is staffed and funded and out there in the market and really covering news the way it should be covered."

Fisher also credits the station's news consultant, Frank Magid & Associates, as a valuable resource. "We use them as a tool," says Fisher. "Anytime I have a question or want to hear some opinions, I go to them. They're a resource" that can provide advice on everything from the cosmetic—say, a new set—to promotion and how to cover a story.

Meanwhile, NBC affiliate WJAC-TV, the Johnstown-based competitor, isn't taking its slip into second place lightly. It, too, is expanding its news output, says Mike Porter, the station's executive producer. It recently added a second half-hour of early morning news at 6 a.m. And at 5:30 p.m. it has launched a half-hour regional newscast that targets Center County (on the other side of the mountain range) via cable systems and a broadcast translator. WTAJ-TV may be number one now, Porter says, but the battle will be never-ending. "We will stay the course," he says. —SM





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**WAFB****Baton Rouge  
(CBS, ch. 9)**

Owner: AFLAC Broadcasting  
 News Director: Liz Golson  
 No. 1: 6 p.m. newscast,  
 May 1996 (20 rtg/37 share)

WAFB's news team includes (l-r) Steve Schneider, sports; Mike Graham, meteorologist, and George Sells and Donna Britt, news.



## WAFB turns the tables

*New \$1 million-plus facilities, anchor, consultant take station to the top of news ratings*

**F**or years, NBC affiliate WBRZ(TV) Baton Rouge was the powerhouse news station in the market. In 1988, Columbus, Ga.-based AFLAC Broadcasting tried to change that when it purchased WAFB(TV), the CBS affiliate in Baton Rouge. From the beginning, AFLAC launched a strategy to unseat WBRZ that included a \$1 million-plus capital expenditure program to upgrade WAFB's news facilities, including a complete newsroom remodeling, new set, cameras and trucks. The station also made a key on-air change and brought in Detroit news veteran George Sells as the main anchor.

"George brought a lot of experience to the news team," says Ron Winders, general manager of WAFB. "He's a real news junkie and loves the business."

The station's news consultant, Audience Research & Development, told WAFB executives that it would take six years to establish Sells as a news personality with a large and loyal following in the market. It took four years. At that time, the station went from number two in the 5 p.m., 6 p.m. and 10 p.m. news to number one, within one year. By May 1993 the station was number one in the three newscasts, and continues to hold that title, Winders says.

Although Sells was critical to the



WAFB General Manager Ron Winders, News Director Liz Golson



turnaround, Winders says, other factors were market research, the use of AR&D and the station's success at identifying "what the people of Baton Rouge want.... They want timely local news that is fairly and accurately reported. That sounds like a cliché, but sometimes in the news business, we do things that make the newsroom happy, but it's not what the viewer wants. We don't worry about being exclusive as much as we worry about being accurate."

WAFB News Director Liz Golson says that "strong anchors that don't need scripts" are critical in achieving the number-one spot. And, she says, "Your news team has to be involved in the community. There are three kinds of

news: scheduled, unscheduled and community. It's the community news that keeps people coming back." Golson also says that knowing the strengths and weaknesses of individual news staffers, and "encouraging the strengths, but nurturing weaknesses" has helped.

One key scheduling move was the shift of the CBS soap opera *The Young and the Restless* from daytime to early fringe to compete with *Oprah* on WBRZ. The strategy, Winders says, "drives young women through the 5 o'clock newscast, and they stay with us." Such a move may appear costly from an inventory standpoint because the network keeps most of the time in the soap. But Winders says that "we feel that the difference in what we've done in the news makes up for what we lost in inventory." The soap earns about a 50 share in its time period.

He also says that AR&D, with its research, visits and coaching and "helping us with content," was "instrumental" in the turnaround.

Despite the gains, Winders refuses to let the station rest. "We have two great television news organizations in this market," he says, tipping his hat to WBRZ. "We're proud of what we've accomplished, but we have to fight every day to keep it." WBRZ executives could not be reached at deadline.

—SM



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# Time you have to sell.

# CBS stations looking local

*Many affiliates opt for higher visibility offered by network's new morning strategy*

By Lynette Rice

**W**JZ-TV Baltimore has local folks faxing in their daily thoughts, WTSP(TV) St. Petersburg, Fla., reports on nearby fishing conditions and KCBS-TV Los Angeles uses a hometown traffic personality to report on the daily commute.

News from New York has been set aside for more pressing needs at home as 75% of the nation's CBS-TV affiliates have launched cooperative morning news broadcasts around the network's *This Morning* that place more emphasis on local news.

Beginning Aug. 12, a majority of the network's affiliates stopped relying on the two-hour national CBS News broadcast and, instead, began to air morning shows featuring a first hour of mostly local news, with the exception of three network news inserts.

The rest of the affiliates chose to air either a blended version—a format that allows some local participation in the first hour of network programming—or the network's full two-hour broadcast with co-anchors Mark McEwen, Jane Robelot and Jose Diaz-Balart.

In all cases, the second hour of *CBS This Morning* has longer news features and talk segments on various topics with no studio audience.

"If they told me in September of 1995 that I'd be hosting the show in September of 1996, I would have said you're crazy," McEwen says. "When you sit and look at that monolith that is NBC's *Today*, when you look at how big it is, it will drive you crazy. You just do your job and strive for excellence."

From its debut on Aug. 12 to Sept. 20, *This Morning* has averaged a 2.1 Nielsen rating/10 share—slightly better than the launch-week average of 1.9/9, according to the network. Prior to Aug. 12, the *CBS This Morning* of old was earning a 1.8/8.

To prepare the affiliates for the new format, CBS offered up Therese Sehr-Duke, the former producer of the phenomenally successful *Eyewitness Morning News* on CBS's New Orleans affiliate WWL-TV. Her friendly 6-8 a.m.



*KCBS-TV morning anchors (seated) Kyle Kraska, Kyra Phillips, (standing) Jim Thornton and Lance Orozco*



*WTSP-TV St. Petersburg's morning team (clockwise from left) David Klug, Lynna Lai, Bill Logan and Jennifer Howe*

show averaged a 58-59 share and once got a 67. Some of her suggestions to news directors included finding hometown specialists to provide segments on local hobbies, sports or people.

Perhaps the best example of the cooperative format's success is in Baltimore, where WJZ-TV has built upon an already reigning 5:30-7 a.m. morning show featuring the popular anchor team of Don Scott and Marty Bass. Where the station once was ranked third in the 7 to 8 a.m. hour when airing *CBS This Morning*, with its new cooperative broadcast, it's

now running neck and neck for first time against NBC, says news director Gail Bending.

WJZ-TV certainly has looked in its own backyard for ways to make the show more local. Besides allowing viewers to fax in their thoughts, a reporter goes out to the community during a segment dubbed "People Are Talking Live" and asks folks what they're thinking about that day.

In St. Petersburg, WTSP increased its fishing reports and added spots about gardening and pets (from the local Humane Society) to boost its cooperative broadcast.

"I do believe in the philosophy of having strong local programming around the network programming, which will help both the network and local stations," says Mike Cavender, the station's vice president of news. "I guess the only difficult thing to do is the result of having three, five-minute predetermined time periods we have to take from the network. They are a little difficult to build creative formatting around. But the content is pretty solid and our programming is a good marriage to it."

KCBS-TV Los Angeles went from "nothing to two-and-a-half hours of live TV news" on Aug. 12, says news director Larry Perret. The station launched a new morning show at 5:30 a.m. that leads into the cooperative hour at 7-8.

The station started small. Only two hires were made while the news staff was restructured to build the morning show. No new set was built but the network did find some uniquely local features to boost the show, including inserts from KNX(AM) that provide the much-desired traffic reports.

"No one in the nation has our competitive situation," Perret says. "We'll be patient. We're going to wait. We think we have a good program." ■



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# Fox ready to roll dice in all-news gamble

*New service launches today, taking on CNN and MSNBC*

By Jim McConville

Will a fistful of cash, Rupert Murdoch's iron will and the cocky confidence of Roger Ailes be enough to insure success for News Corp.'s new Fox News Channel?

Facing two established all-news channels, and with diminished distribution expectations since the collapse of its Time Warner distribution deal, FNC—led by its chairman, Ailes, and News Corp. chief Murdoch—has a daunting task in building market presence. FNC launches today (Oct. 7).

New York-based FNC suffered a serious setback two weeks ago when Time Warner—the nation's second-largest MSO, with 11.5 million subscribers—decided not to carry the channel, opting instead to expand carriage of NBC's MSNBC all-news network.

Fox officials don't hide their anger about the decision. Time Warner "had verbally accepted our deal," says Ailes. "That kind of deliberate attempt to humiliate somebody is pretty unnecessary. We've been screwed big time, and we hope [Time Warner] takes steps to correct that. But if there's a war we don't intend to lose."

News Corp. reportedly plans to take legal action against Time Warner and has filed a complaint with the Federal Trade Commission, which recently approved the Time Warner/Turner merger.

Industry analysts say that getting cable carriage on major MSOs such as Time Warner is critical to getting FNC off the ground. "Losing Time Warner is clearly a major setback, and it will stretch out any break-even timerable unless [Murdoch] can somehow replace those lost subscribers," says Ed



Roger Ailes, president, Fox News, and Rupert Murdoch, chairman, News Corp., are hoping FNC will be a contender in a field crowded with news channels.



***"Rupert Murdoch has deep pockets and patience, as evidenced by fX,...but it is going to be a crowded [news] field, and it's no sure thing that he's going to end up with a huge success."***

—Ed Atorino, media analyst

Atorino, media analyst for Dillon Reed.

"Rupert Murdoch has deep pockets and patience, as evidenced by fX," Atorino adds, "but it is going to be a crowded [news] field, and it's no sure thing that he's going to end up with a huge success."

Launching FNC won't be the first time Murdoch has defied conventional wisdom. "He has done what, generally,

people thought he could not do," says Atorino. "When he launched the Fox network, people said he could never get any affiliates, programing or ratings."

But developing a U.S. news flagship for Fox has proved to be a longtime thorn in Murdoch's side. In the mid-1980s he attempted to buy a then-financially beleaguered CNN. The deal fell through and CNN, ironically, wound up being rescued by cable operators, including Time Warner.

FNC reportedly will launch with more than 16 million subscribers from carriage deals with Tele-Communications Inc. (10 million subs) and Continental and Comcast, which initially will make the channel available to about 300,000 subscribers each.

At press time, Murdoch said that FNC also had signed on the sixth-largest MSO, Cablevision Systems, as well as DBS operator DIRECTV, giving the network an additional 3.5 million subscribers. Cablevision will roll out the service to roughly 1.6 million of its 2.8 million subscribers by the end of the year, while all 1.9 million DIRECTV subs reportedly will have FNC at launch.

Despite the Time Warner setback, Ailes promises that FNC will hit the 20 million-subscriber mark by the end of 1997. But FNC still will be behind MSNBC's current 24 million subs and 16-year-old CNN's 67 million.

Ailes says Fox is working on a potential list of 15 cable and satellite companies with which it hopes to cut carriage deals. DBS operators EchoStar Communications and Primestar apparently aren't at the top of that list. EchoStar President Carl Vogel says that although FNC is on EchoStar's "radar screen" of new program services, it's not currently talking with Fox. Primestar will wait until its high-power satellite launch next year before adding new services.

Cable operators say the logistics of adding another cable news channel are complicated by the other carriage obligations they face. "The question is, if it makes sense to carry it, where are you going to put it with retransmission consent and must carry staring you in the face. We don't have an answer





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Special RTNDA '96 Report

yet," says Jim O'Brien, president of Jones Intercable, which still is negotiating with FNC.

Fox, which will spend well over \$150 million to launch FNC, is expected to lose up to \$400 million during the next five years. In addition, Murdoch has dipped into News Corp.'s coffers to offer MSOs a \$10-\$11-per-subscriber fee to carry FNC.

But despite the heavy flow of red ink

more news."

While Fox's generally younger demographic may help to give the channel a broader audience than CNN and MSNBC, Ailes says that FNC won't deliberately cater to a younger crowd with an MTV-like news approach. "We won't do weird manip-

brainchild of graphics director Richard O'Brien, the designer of CNBC's business network and one of several former CNBC and America's Talking personnel that Ailes has lured to Fox.

FNC's newsgathering network consists of five U.S. bureaus—Los Angeles, Chicago, Denver, Miami and Washington—and a presence in Hong Kong, Jerusalem and Moscow. Bureaus typically are to be staffed with



FNC anchors Catherine Crier, Bill O'Reilly, Mike Schneider and Neil Cavuto take to the airwaves today.



FNC Washington bureau staff preparing for launch last week: Chris Feldman (seated), assignment manager; Fred Haberstick, assignment editor, and Kim Hume, deputy bureau chief.

Morris Semiatin

and a deflated Time Warner deal, Ailes says Fox expects to break even by 2001.

Ailes concedes that it will take time to get FNC up to speed, but, demonstrating his characteristic brash confidence, dismisses the competitors with one-liners. He describes MSNBC as a "\$500 million launch in search of a format" and calls CNN "the grandfather of news networks that attracts a lot of grandfathers."

Ailes insists that FNC won't be modeled on other Murdoch properties such as the *New York Post*. "Some people are trying to say we are going to be tabloid. The answer is no; we're going to be a straight news channel," he says.

At first glance FNC appears to be closer in format and tenor to CNN than to MSNBC. Although MSNBC's initial splash touts its NBC star newscasters, Ailes says that FNC's identity will be grounded more on news and less on stars.

"I don't think news is about the star system," he says. "There's a broader demographic that might be more interested in news if they were getting a little less face and hair spray and a little

ulations to pander to young people. That's a mistake."

FNC plans to offer something the other two news networks don't: around-the-clock news breaks. It will use a news wheel format during early morning and evening hours—updating content every 15 minutes—and give news updates throughout daypart feature and analysis programs. "We'll have news updates on the half-hour, 24 hours a day," says Ailes.

The weekend schedule will serve as a launchpad for softer, offbeat programming with shows slated on personal finance, health and pet news. FNC is developing two or three new programs—including a show covering the media—to be tested on its weekend schedule in early 1997.

Some media experts warn that Murdoch's conservative slant will seep into FNC's coverage. Ailes says that FNC's only news mandate, however, will be to provide fair, balanced news coverage and to break news. "Maybe there are a couple of things out there that the other guys aren't covering. We hope we can find those things," he says.

FNC's broadcast look will be the

four camera crews and six reporters. The network also will use a "floating" bureau that deploys FNC news correspondent Gary Matsumoto to hot news spots.

Fox has signed deals with Reuters and Worldwide Television News (WTN) that will provide video feeds for FNC and News Edge. The network also will use News Corp.-owned UK news channel Sky News for international material.

Although Fox affiliates currently get News Edge feed for free, that will change by 1998, when the contract now being negotiated between News Corp. and affiliates kicks in. "We expect the value of that feed to increase over the next two years," says Ailes.

Fox News has a deal with Conus to receive its Television Direct, a Washington news feed. Charles Towne, Conus director of news and operations for its Washington bureau, says Conus is working on developing a news-sharing deal with FNC.

Fox News now gets Washington news as a one-fifth partner in an independent news pool with C-SPAN, Reuters, APTV and Conus. ■



# KVUE curbs violent news images

*Austin station carefully reviews footage for gratuitous violent content*

By Michael Katz

**F**or years, public feedback has indicated to ABC affiliate KVUE-TV Austin, Tex., that there is too much sensational violence on local news that has no meaning to viewers.

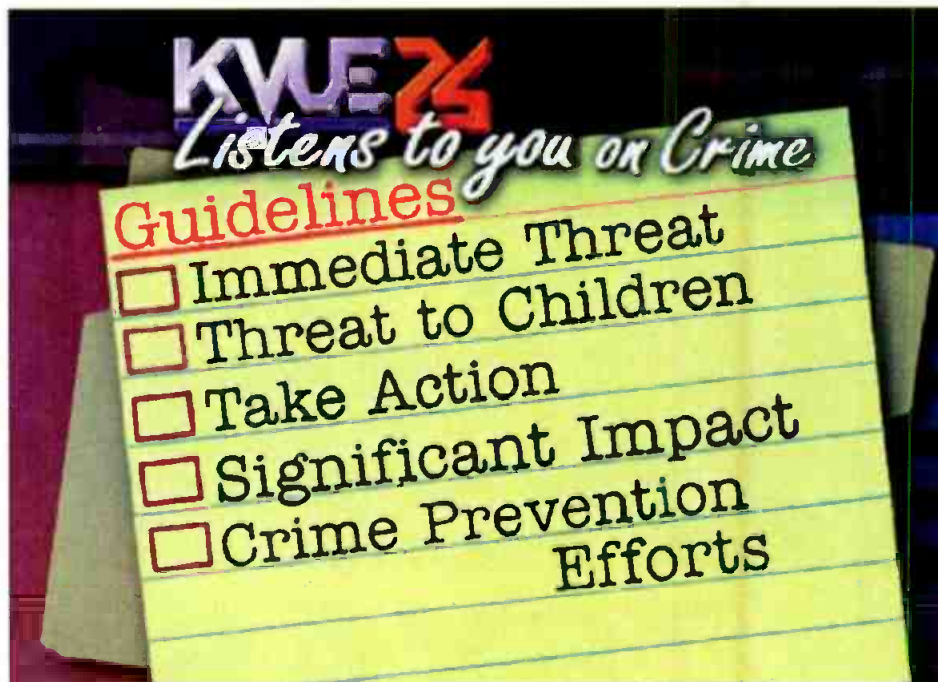
Carole Kneeland, vice president of news for KVUE-TV, says the feedback, and the notion that some violent criminals may seek 15 minutes of fame forced the station to ask itself, "Are we reflecting the violence, or are we causing it?"

To help insure that the station's coverage benefits the public, and not the criminal, KVUE-TV implemented a policy requiring the following five questions to be asked to justify the airing of violent crime stories: Is the crime a threat to public safety? Is the crime a threat to children? Does the viewer need to take action? Will it have significant community impact? Is the story a crime-prevention effort?

"If we can't answer yes to at least one of the questions, we don't put it on the air," says Kneeland. She adds that they are simply applying the same standards to violent crime stories that they apply to other stories. "We were asking, 'why do I care?' about stories concerning money, or the raising and lowering of interest rates, and other subjects, Kneeland says. "But for crime stories, we only asked, 'are the pictures good, and can we go live?'"

The decision to implement the criteria was affected by a competitor's change in ownership and its new network affiliation. Kneeland says that when former Fox affiliate KEYE-TV was bought by New York-based Granite Broadcasting Corp., and affiliated with CBS, she was concerned that KEYE-TV's news might reflect its owner's big-city roots. "We started talking about how we could distinguish ourselves from the other guys, and make sure viewers know we are taking the high road on this."

Kneeland recalls a hostage situation in Hawaii when the networks fed live footage of police shooting the abductor, which was carried by KVUE-TV's competitors. KVUE-TV, however, did not run the story because the station felt it was



*Carole Kneeland leads KVUE-TV's news efforts, which included conducting a viewer poll on coverage of violence.*

on the air."

The response that KVUE-TV has received since announcing the guidelines in January has been "overwhelmingly positive," says Kneeland. The station has been lauded by the public, law enforcement officials and even by some prison inmates. KVUE-TV has also received national attention from ABC's *Nightline*, National Public Radio and *The Los Angeles Times*.

"I have a mixed view of it," says David Bartlett, president of the Radio and Television News Directors Association. "I'm always cautious about setting strict pre-established guidelines for news coverage because no two news stories are the same. But KVUE-TV has shown to be one of the best local news stations in the country, and I'm inclined to trust their judgment."

The only criticism that KVUE-TV has received, says Kneeland, has been from KEYE-TV, which has accused KVUE-TV of censoring the news. "The argument is ridiculous," she says. "That implies that every violent crime has a constitutional right to go to air. We are simply making a judgment call."

not pertinent to Austin. Long before the new policy was implemented, KVUE-TV refused to show body bags, pools of blood or hostage situations.

The upside of the decision, says Kneeland, is that the staff now discusses the validity of airing at least one crime a day. "That has been one of the most rewarding aspects of it," she says. "We have a very high level of thoughtful discussion about crime coverage on a daily basis, and before, we weren't talking about it. We were just putting it



L. Lowry Mays (center) presides over Clear Channel Communications with sons Mark (l) and Randall.

Kevin Delahunty

# TEXAS SIZE

## Clear Channel builds a broadcast dynasty

*'Lowry Mays & Sons' just keeps getting bigger*

### COVER STORY

By Elizabeth A. Rathbun

**L**owry Mays makes it sound easy when he explains how Clear Channel Communications Inc. keeps topping its own heights.

The key is not simply to cut costs but to increase TV and radio station revenue. "We strive to achieve a 20% growth in our broadcast cash flow" each year, Mays says. In addition, Clear Channel continues to acquire stations, giving it more and more opportunities to meet that 20% goal.

"It doesn't matter whether they're performing or underperforming," Mays says of the target stations. "When they get in our company they've got to accelerate their performance."

But if this were as easy as Mays implies, everybody would be doing it.

**RADIO**  
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San Antonio, Tex.-based Clear Channel's success may be tied to its one-of-a-kind magic bullet: its senior management team, comprising Mays, president, and his sons, Mark, senior vice president/operations, and Randall, vice president/treasurer.

The three not only finish each other's sentences but are chasing the same goal. "We're trying to create shareholder value because we're the largest shareholders in this company," Lowry Mays says. "There's no question about what Mark Mays's agenda is; there's no question about what Randall Mays's agenda is, and that is to continue to be the best-performing media company in the business."

Clear Channel's years of top performance have left it valued at \$3 billion-\$3.5 billion. With its history of unusually fast cash-flow growth and its discipline in avoiding overpriced radio stations, Clear Channel is a favorite stock

among investors.

And the company doesn't hesitate to trade on its reputation. "We have good liquidity in the stock market...which gives us the flexibility to take advantage of opportunities when other companies can't," Randall Mays says.

Always acquiring, rarely selling, Clear Channel has become the second-largest radio group in the country. It is second only to Westinghouse/CBS, according to BROADCASTING & CABLE's top 25 list. It owns, controls or is buying 121 radio stations (the latest two added last week; see "Changing Hands") plus 11 TVs.

Deregulation has been particularly kind to Clear Channel, as shown by the company's stock performance since deregulation was enacted in February (see chart, page 57). And the company, with more than \$1 billion to call on for future acquisitions, has no intention of slowing down. That money is provided by 29 banks, including "every major





media bank in the world," according to Randall Mays.

The family's interest in Clear Channel essentially is Lowry Mays, who owns 22% of its shares. If sold at last Wednesday's closing price, the stock would reap Mays more than \$650 million.

Though the company has been public since 1984, family management pays off in other ways. When it comes to working together, "we're not afraid to address any issue and we don't sweep it under the rug," Mark Mays says.

Still, Lowry Mays's word seems to be the final one. "When we have a disagreement, we talk through it...and figure out what's the right strategy. And then we always realize that Lowry's right," Mark Mays jokes.

The Mays business strategy also has been proved right. "We are so customer-focused that we always look at...what's better for the customer," Lowry Mays says. Also, "we have learned a lot over the years...as far as being cost-containing managers and being able to concentrate on the revenue side of the equation."

But it's the revenue side—ad sales—that gets most of the attention. Broadcasting is "a fixed-cost business," Lowry Mays explains, "and once you go over the costs [and trim them], then you have a very highly leveraged-type operating structure. [Of] each revenue increase, 85% of it falls to the bottom line in profits."

So Mays likes to say that his company is less in the broadcasting business and more in the business of selling Fords. "[A] very fundamental business for us is, how do we get closer to our customers? How do we sell toothpicks; how do we sell tamales?" Mark Mays says.

To increase revenue, it is important to attract like-minded employees. Mark Mays says. "We try to recruit entrepreneurial-type people because we expect entrepreneurial-type returns and growth."

That means that even with deregulation and clustering stations in a market,

## At a glance

### Clear Channel Communications Inc.

Market capitalization: \$3.29 billion  
Closing stock price (Oct. 2): \$86.25  
52-week high (July 2): \$90.50  
52-week low (Oct. 17, 1995): \$36.25

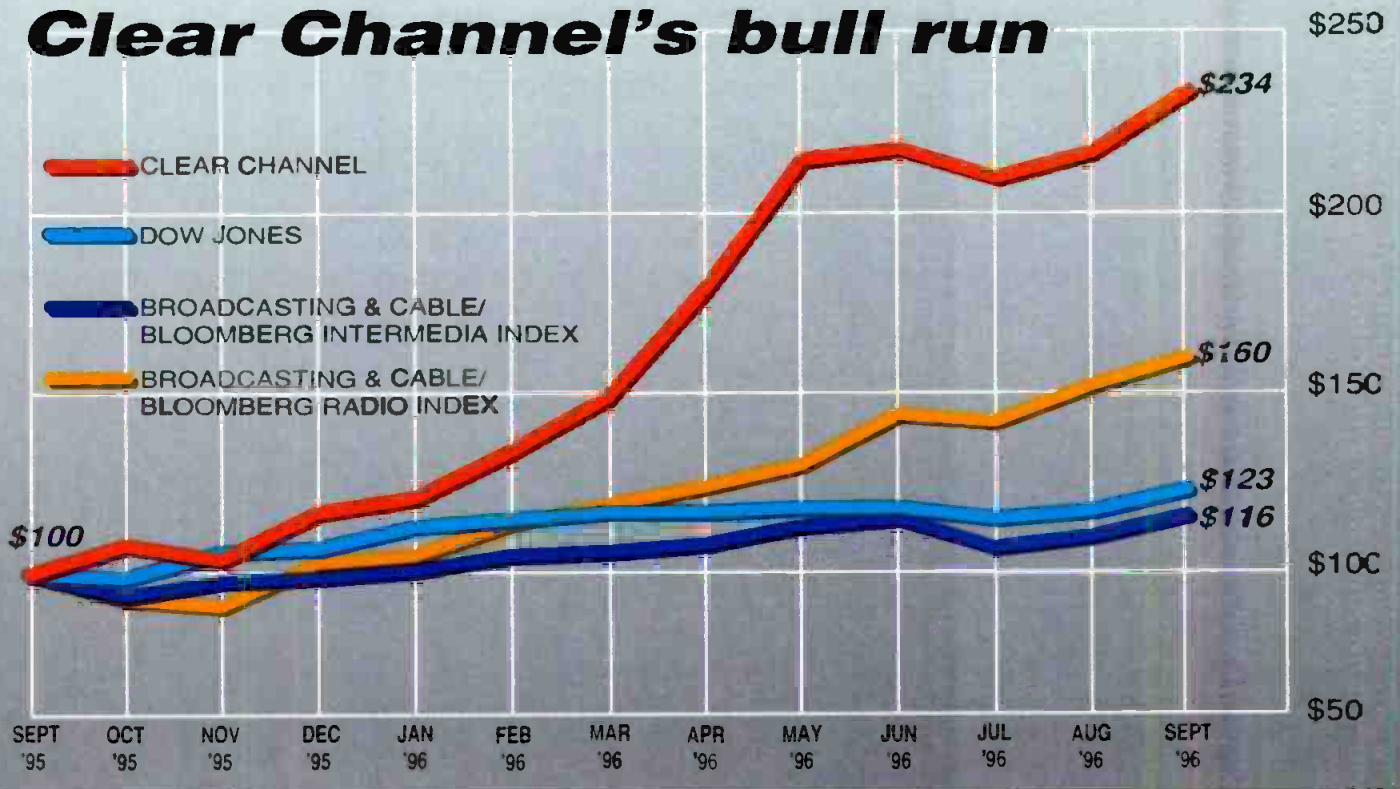
### 1996 Financial Report

(in millions)

	First Six Months (actual)	Year End (projected)*
Net broadcast revenue	\$81.4	\$340.9
Operating expenses	43.8	193.8
Broadcast cash flow	37.6	147.2
Broadcast CF margin	46.2%	43.2%
Corporate expenses	1.8	8.1
Operating cash flow	25.2	139.1
Operating CF margin	44.0%	40.8%
Depreciation & amort.	10.6	51.6
Operating income	25.2	87.5
<b>Net income</b>	<b>12.5</b>	<b>31.5</b>

\* Furman Selz LLC

## Clear Channel's bull run



One hundred dollars invested in Clear Channel Communications on Sept. 29, 1995, would have grown to \$234 in just a year, the fourth-best return from among the 78 stocks tracked on the BROADCASTING & CABLE/Bloomberg Intermedia Index.

This chart shows the steady rise of that \$100 investment in Clear Channel for the year ending Sept. 30. For comparison, it also shows what the same investment would have reaped (discounting dividends) if spread across stocks in three indices: the Dow Jones Industrial, the Intermedia Index and the BROADCASTING & CABLE/Bloomberg Radio Index. The radio play would have yielded \$160; the Dow, \$123, and the Intermedia, \$116.

The Intermedia Index includes TV and radio station groups, cable operators and programmers. A subset of the Intermedia Index, the Radio Index comprises 14 "pure" radio issues.

Two other radio stocks outperformed Clear Channel over the past 12 months: Jacor Communications, another aggressive station buyer; and EZ Communications, which is being purchased by American Radio Systems.



Clear Channel still counts on individual sales teams for each of its stations. "Because we want to be close to the seller, we will always have separate sales forces," Mark Mays says.

Moreover, more stations means controlling more formats, "which eventually will lead to more choices [for advertisers] because you will have less direct song-for-song competition in a market," Randall Mays says.

In effect, deregulation is creating

more voices in a market, not less, as critics feared. "If you look at just basic economic theory, it'll tell you that if one person [owns] all the stations...they will try to maximize the number of audiences," says Mark Mays.

Clear Channel has endorsed "total deregulation from the beginning,"

Lowry Mays says. "We have been growing since 1972, at a very attractive rate, year after year after year," he says. "But then, as we began to be able to duopolize [in 1992], we could provide a better service for our customers. Now, with this new deregulation and crossownership with television, we can have a much more efficient way of selling products."

The Mayses, however, are rankled by rules that keep a broadcaster from owning more than eight radio stations

## Consolidation squeezes out other owners

A flurry of radio station consolidations in Memphis has given Clear Channel Communications a large part of the market, but has left other station owners and advertisers concerned about being squeezed out.

As a result of a series of recent deals, Clear Channel will own four FM and three AM signals in the market and control about 40% of advertising revenue share in Memphis radio. In March, Clear Channel acquired four Memphis stations from US Radio LP: urban formatted WDIA(AM), KJMS(FM) and WHRK(FM) and gospel KWAM(AM).

And in June, Clear Channel bought modern rock WRXQ(FM), classic rock WEGR(FM) and talk WREC(AM) from Radio Equity Partners. Clear Channel also owns and operates WPTY-TV Memphis and has an LMA with WLMT-TV.

Meanwhile, other recent acquisitions by Sinclair Communications, Barnstable Broadcasting and Raycom Media have allowed those broadcasters to carve themselves significant slices of the Memphis radio revenue pie.

Recent acquisitions have given Sinclair control of WJCE(AM), WRVR(FM) and WOGY-FM, representing 16.7% of the market's revenue, according to data from BIA Publications. Barnstable owns and operates WSRP(FM) and WGKX(FM), representing 18.2% of market revenue, and Raycom Media owns WMC-AM-FM, representing 16%.

The remaining group owners in Memphis control only about 9% of revenue, according to BIA. Veteran Memphis broadcaster Art Gilliam, president/GM of gospel WLOK(AM) for 20 years, is one of the few remaining independent owners.

Gilliam argues that Clear Channel's control over seven Memphis radio stations "will tend to have a monopolizing effect" on the market. "It's not the best situation," Gilliam says of the restructured Memphis market. "I'd rather see more owners because I think a greater variety of owners is beneficial to the community."

Memphis broadcasters and advertisers are concerned that Clear Channel's lock on the urban format will give the group an unfair advantage in attracting a majority of the city's African-American audience, especially adults 18-34.

"The majority of the population in Memphis is black,"

### Memphis: A one-company town

Owner	Station	Format	% Share of Market Revenue*	Previous Owner
Clear Channel	WRXQ(FM)	Modern Rock	2.2%	Radio Equity Partners
	WDIA(AM)	Urban AC	8.8%	US Radio LP
	WHRK(FM)	Urban	11.4%	US Radio LP
	WEGR(FM)	Classic Rock	12.5%	Radio Equity Partners
	WREC(AM)	Talk/Info	2.0%	Radio Equity Partners
	KJMS(FM)	Urban	3.5%	US Radio
	KWAM(AM)	Gospel	0.0%	US Radio
<b>Total</b>			<b>40.4%</b>	

\* Clear Channel also owns WPTY-TV Memphis and has an agreement to operate WLMT-TV there.  
Source: BIA's MasterAccess

Gilliam says. "And if you own 90% of the stations that appeal to that population, you monopolize that audience segment."

Ward Archer Jr., president of Archer-Malmo Agency, says his radio clients are concerned that Clear Channel could impose higher prices or begin selling inventory on stations in package deals that pair strong and weak signals.

"The fact that consolidation can ultimately have an adverse effect on the consumer is in the back of people's minds," says Archer. "There is concern that Clear Channel really could compete on rates and hurt the smaller stations."

Mark Mays, Clear Channel senior vice president, says that raising ad rates most likely would work against the group by making it more difficult to attract advertisers to radio. "We have to figure out ways to get more advertisers using radio instead of fantasizing about raising prices," he says.

Mays estimates that Clear Channel's market revenue share is near 38%, an amount he does not think poses an unfair threat to other Memphis broadcasters or advertisers. "Advertisers have so many alternatives, it's lunacy to look at radio as a stand-alone medium."

Howard Robertson, president of the Trust Marketing and Communications ad agency, isn't concerned, however.

"I haven't heard any particular concerns about pricing from my clients," Robertson says. "These stations, such as WDIA, have had long-standing relationships with advertisers and agencies and because there is no evidence of major changes in pricing, I see no concern now." —DP



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in each of the nation's largest markets. Likewise, Justice Department investigations into how much of the radio-only revenue a broadcaster may earn in a market are ill-advised, they say.

"If one person owned all of the radio stations in a market, he could not have any power over price because of the competing media," Lowry Mays says. "It is absolutely absurd to think that a person...could raise prices to a level that would be monopolistic."

That's also true of broadcasters who own TV and radio stations in the same market. "Even if you had all the radio and all of the TV, you still probably wouldn't be as big as the newspaper," Randall Mays says.

Clear Channel is trying to prove that in Memphis and in Little Rock, Ark., where the FCC in May waived its crossownership rules for the company.

Looking to the day when the FCC allows TV duopolies, Clear Channel also plans to set up LMAs in all of its TV markets. Seven are in place so far.

As in radio, more than one TV station per market "allows you to have greater economies of scale and to do things that you couldn't otherwise do, such as provide local news content," Mark Mays says.

Foreign markets also are attractive. "The radio business and the television business are the same everywhere," Lowry Mays says. He recently traveled to "Paris, Hamburg, Warsaw [and] Prague, looking at opportunities for this company." But it's a slow process. "We want to be very careful that the risk/reward ratio is in line with creating more value to our shareholders."

Back in the U.S., the rewards of some of Clear Channel's recent radio acquisitions, at first glance, weren't obvious. This June's purchase of Spanish-language broadcaster Heftel Broadcasting Corp. took Clear Channel into major

markets for the first time. The company usually sticks to midsize markets.

But the Heftel deal is compatible with Clear Channel's strategy, the Mayses say. While Heftel's markets may be large, Spanish-language stations are a smaller part of it. "Spanish-language is, if you [will], a middle market of that [major] market," Lowry Mays says. "The philosophy is somewhat the same" when it comes to running stations in different-size markets.

And as it does with its English-language stations, Clear Channel will build clusters of Spanish-language stations in its new markets. "We're trying to consolidate the Spanish broadcast industry itself," Lowry Mays says.

When it comes to the cost of buying, the Mayses "still want to buy [at] five times cash flow three years out," Lowry Mays says. That's getting more difficult as prices are driven higher by deregulation, but "we're not going to buy if we can't achieve those kinds of returns," he says. ■

## Clear Channel's family tree

Here's the breakdown of Clear Channel's 67 FM, 52 AM and 11 TV stations, by market. The stations are owned or being bought and include Clear Channel's ultimate 43% ownership of a combined Tichenor Media System Inc./Heftel Broadcasting Corp.

### Tucson, Ariz.

KTTU-TV

### Little Rock, Ark.

KLRT(TV) (LMA with KASN-TV), KMJX(FM), KDDK(FM)

### Los Angeles

KTNO(AM)-KLVE(FM)

### San Francisco

KSOL(FM), KYLZ(FM)

### New Haven, Conn.

WAVZ(AM)-WXCJ(FM), WELI(AM)

### Jacksonville, Fla.

WAWV(TV) (LMA with WTEV(TV))

### Fort Lauderdale/Miami

WHYI-FM, WBGG-FM, WRTO(FM), WAQI(AM), WQBA-AM-FM

### Mobile, Ala./Pensacola, Fla.

WPMI(TV) (LMA with WJTC(TV))

### Tampa, Fla.

WMTX-AM-FM, WRBQ-AM-FM

### Chicago

WOPA(AM), WIND(AM)-WOJO(FM)

### Wichita, Kan.

KSAS-TV

### Louisville, Ky.

WHAS(AM)-WAMZ(FM), WWKY(AM)-WTFX(FM), WHKW-AM (intellectual rights to WHKW-FM)

### New Orleans

WQUE-AM-FM, WYLD-AM-FM

### Grand Rapids, Mich.

WCUZ-AM-FM, WOOD-AM-FM, WBCT-FM

### Minneapolis

WFTC(TV)

### Las Vegas

KLVS(AM), KOWA(AM)

### Albany, N.Y.

WXXA-TV, WZRQ(FM), WQBK-AM-FM, WQBJ(FM)

### New York City

WGLI(AM), WPAT(AM), WADO(AM)

### Moyock, N.C.

WMYK(FM)

### Raleigh/Durham, N.C.

WQOK(FM)\*, WNND-FM\*

### Cleveland

WERE(AM)-WNCX(FM), WENZ-FM

### Tulsa, Okla.

KOKI-TV (LMA with KTFO-TV), KOAS-FM, KAKC(AM)-KMOD-FM, KQLL(AM), KOLL-FM

### Oklahoma City

KTOK(AM)-KJYO(FM), KEBC(FM)

### Harrisburg/Lancaster, Pa.

WHP(TV) (LMA with WLYH-TV), WLAN-AM-FM

### Reading, Pa.

WRAW(AM)-WRFY-FM

### Providence, R.I.

WPRI-TV (LMA with WNAC-TV)

### Memphis

WPTY-TV (LMA with WLMT-TV), KWAM(AM)-KJMS(FM), WDIA(AM)-WHRK-FM, WREC(AM)-WEGR-FM, WRXQ-FM

### Austin, Tex.

KPEZ(FM), KFON(AM)-KEYI-FM

### Corpus Christi, Tex.

KUNC(AM)-KSAB-FM\*\*\*

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KICI(AM)-KICI-FM, KMRT(AM)-KDZR-FM, KESS(AM)

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KHEY-AM-FM, KPRR(FM), KBNA-AM-FM, KAMA(AM)

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KGBT(AM)-KIWW-FM

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KMJQ(FM), KBXX(FM), KPRC(AM), KSEV(AM), KJOJ-AM-FM\*, KLAT(AM), KLTN(FM), KMPO(AM), KLTO-FM\*\*\*\*\*

### McAllen, Tex.

KQXX(FM)

### San Antonio

WOAI(AM)-KAJA(FM), KTKR(AM), KQXT(FM), KCOR(AM), KROM-FM, KXTN-AM-FM

### Winnie, Tex.

KMIA(FM)

### Norfolk, Va.

WOWI-FM\*\*, WJCD(FM)\*\*

### Portsmouth, Va.

WSVY-AM-FM\*\*

### Richmond, Va.

WTVR-AM-FM, WRVA(AM)-WRVQ(FM), WRVH(AM)-WRXL(FM)

\* LMA with option to buy

\*\* Joint sales agreement with option to buy

\*\*\* Tichenor has 26% interest

\*\*\*\* Time brokerage agreement

Sources: BROADCASTING & CABLE, Clear Channel





# Radio indecency complaints on front burner at FCC

*Commission must deal with complaints against stations involved in pending broadcast-group mergers*

By Chris McConnell

**F**CC officials are cranking up the radio indecency enforcement machine.

Since September 1995's \$1.7 million "settlement agreement" with Infinity Broadcasting, commission action on indecency complaints had all but ceased until last month. But complaints from irate listeners have not.

Some 90 of them, including a new batch of complaints about Howard Stern, have accumulated at the Mass Media Bureau. FCC officials say the number will shrink rapidly—perhaps by as much as half—as they go through the backlog and weed out complaints that do not merit a fine or further investigation.

Last week, they decided that one does deserve action and issued an \$8,000 "notice of apparent liability" against WVIC-FM East Lansing, Mich. (see "Top of the Week").

"We are making an effort to deal with [the complaints] at this moment," says one FCC official.

"If we get egregious complaints, we'll have to consider them," adds FCC Commissioner James Quello.

Spurring the new review of the indecency backlog is a series of broadcast-group mergers pending at the FCC. One deal includes Westinghouse's bid to buy Stern employer Infinity Broadcasting (see box, page 64), as well as other merger applications.

Before these transactions can be approved, the FCC must clear the

***Some Washington observers worry that the commission's new interest in [indecency] complaints could mean trouble for broadcasters seeking to wrap up pending transactions.***



The FCC is working to process the 90-some indecency complaints on file.

## Fine for broadcasting?

Officials are now reviewing a stack of new complaints. Here are some examples of taped comments the complaints say deserve a fine.

**On The Howard Stern Show, WCKG(FM) Chicago, Aug. 7, 1996**

**Stern:** I'm on FM now, so those guys are quaking in their boots...Man-queer and the whole goddam Evergreen Media Company. They don't mention me on their air anymore. Do you notice that? They don't make those little disparaging remarks because they've figured that if they mention me, my ratings go up quicker.

But the queer will learn his lesson...as his daddy's skull is F'd on stage in Chicago when I come there. That is one market I will go to, and crown myself the king of Chicago because...first of all, he's a no-talent little creep.

(later)...I want him in Chicago on all fours for me because he's my man-queer. Keep quiet about me, puss boy, because if you keep talking about me, people will tune over faster. You got a big dilemma, don't you, puss boy...Nice and hairy. That's the way I want it; with you on all fours, my little queer boy. **Quivers:** That doesn't make you gay does it? **Stern:** Naw, that ain't gay. Just a man dominating his dog. That's all.

**On Mancow Muller, WYNY(FM) New York, Feb. 5, 1996**

**Mancow:** We decided to have fun, we called one of the porno bookstores...My name is Ronald and I've got a farm... **Person:** Hi, can I help you? **Mancow:** Yeah, listen. I'm looking for a cock ring. **Person:** What size do you need? **Mancow:** I got like four. **Person:** OK, we have the small, medium and large. And then we have the special kind that's made by an oriental doctor that might be able to help you. **Mancow:** Well how much do they run? **Person:** They run anywhere from a dollar on up to \$6.95. **Mancow:** All right, now, you got anything for pigs? Or sheep or anything like that? **Person:** Uh. We got those blow-up sheep. The black and the white. Is that what you need? **Mancow:** No no. I need something to keep my roosters in. A cock ring. And they said to call up here.

**On The Howard Stern Show, WVGO(FM) Richmond, Va., June 3, 1996**

**Stern:** Do you think her dad, if you showed him five pictures of vaginas, could he pick out his daughter's vagina?...So I asked him to hold on because I want to see if he can do it. **Quivers:** Oh you're going to do it? **Stern:** Yea. **Quivers:** You got other magazines? **Stern:** I got a picture of her vagina and a couple other vaginas. Alien vaginas.



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backlog of complaints pending against stations that are changing hands.

Although rules do not mandate that commission officials adjudicate complaints before clearing a deal, standard operating procedure calls for, at the least, an initial decision on whether to pursue a complaint before allowing the station in question to switch owners.

As for the pending batch, there may be many decisions to dismiss the complaint. Officials last week estimated they already had dismissed nearly a dozen. And they hope to pare the list further by this week before turning their attention to those complaints that may merit further questions or a possible fine.

But some Washington observers

worry that the commission's new interest in the complaints could mean trouble for broadcasters seeking to wrap up pending transactions. "If they hang up transfers, people are going to roll over," says one source. "They've been known to do stuff like that before."

Commission officials maintain that they need to evaluate the complaints to insure that none poses a threat to a station's license. And they say any complaints that are deemed fine-worthy do not need to be resolved with the FCC

before the station changes owners.

"We make every accommodation that we can for a sale," one official says.

Decisions about acting on a complaint are made jointly by the FCC's Mass Media Bureau and Office of General Counsel. But before a complaint reaches that stage, it must pass muster at the bureau's Enforcement Branch. The branch screens incoming complaints to make sure they identify the time of the broadcast and the station and that a tape transcript or explanation of the broadcast is included.

Once the Mass Media Bureau and General Counsel's Office get the complaints meeting those criteria, they can dismiss them, gather more information or issue a "notice of apparent liability" for up to \$20,000. Higher fines require approval by the commissioners.

The notices, which stations can contest, are the first step in the potentially lengthy process of collecting a fine.

Those filing the angry letters say they have waited long to see such action. Some of the pending complaints date to September 1995, and advisers to commissioners don't remember seeing any recommendations to act on a pending complaint for about a year.

"This commission is not as rabid," says one broadcast industry observer. "It seems like it's not a high priority for them," adds Kim Cox, a listener who has filed a series of complaints with the FCC since last fall.

Dallas Association for Decency President Elvin Arnold voices more frustration. "It is one thing for the FCC to be slow...it is another for the FCC to wantonly ignore [as they have done] even a feeble enforcement of these crucial laws to protect our youth."

Commission officials contend that they have been busy enforcing the commission's equal employment opportunity guidelines and, more recently, political broadcasting rules.

An adviser to Commissioner Rachelle Chong agrees that the commission has been busy with other issues and also says the FCC lately has not heard an outcry against radio indecency.

Others say that it is too early to tell how the current commission will enforce rules on radio indecency because there are few new fines to use as a gauge. "It's hard to judge until they act on the current batch," says Washington lawyer Timothy Dyk. ■

## FCC scrambles to review Stern complaints

Howard Stern has a few more listeners at the FCC now that his employer is being purchased by Westinghouse.

Complaints against Stern are practically omnipresent at the commission. But Westinghouse's bid to acquire Infinity Broadcasting has officials hurrying to deal with unanswered complaints before the Infinity stations change hands (see story, page 62).

Although some of the approximately eight pending Stern complaints have been at the FCC since last September, FCC officials now are reviewing the tapes sent in by angry listeners to determine whether any of the complaints merit further investigation or a fine.

The commission's decision on any of the complaints could affect all of the Infinity-owned stations. Under FCC policy, a Stern segment that the FCC deems indecent is assumed to have aired on all the stations owned by Infinity.

The pending complaints come from listeners in New Orleans, Chicago, Boston, New York and Richmond, Va. The Dallas Association for Decency also has filed a complaint, although the association's letter cites Stern shows that were broadcast before last year's \$1.7 million settlement agreement with the FCC.

"I challenge you to listen to the entire tape, not just a few minutes of it," one anonymous Chicago listener tells the FCC.

Another, Kim Cox of Richmond, Va., has submitted a series of complaints since last fall and has also met with Representative Thomas Bliley (R-Va.) to push for FCC action on the issue.

"I would greatly appreciate you[r] looking into this situation as soon as possible," Bliley wrote in an Aug. 20 letter to the FCC.

That prospect does not worry Steven Lerman, a Washington lawyer representing Infinity. Lerman says he has reviewed all the complaints against Stern and sees no problems lingering.

"I have not read or heard anything that I believe to be problematic," Lerman says. He also maintains that even if FCC officials hear something questionable on the tapes, it will not affect Infinity's deal with Westinghouse. —CM



Howard Stern tops the FCC's list of indecency complaints



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# Children's Radio

## A format whose time has come?

*Children's Broadcasting Corp., KidStar, Fox, ABC/Disney think so*

By Donna Petrozzello

**F**or years, suppliers of children's radio programming have faced major problems in getting on commercial stations—not the least of which is convincing advertisers and station owners that there's a market for the format.

But as creative programmers look for ways to tap underserved radio audiences, the realm of children's broadcasting is gaining more attention from major-market stations and mega-groups.

Two leading children's radio broadcasters—Children's Broadcasting Corp. of Minneapolis and KidStar Interactive Media of Seattle—have signed affiliates in major markets during the past year. Last summer, KidStar outlined plans to expand into the nation's top 15 markets by the end of next year. About the same time, CBC announced plans to sign affiliates in Chicago, Honolulu and St. Louis by the end of 1996.

Last July, the Walt Disney Co. and ABC Radio Networks unveiled plans to create a programming network targeted at children 8-12. And last month, the Fox Kids Network signed KHS-FM Los Angeles for its two-hour *Fox Kids Countdown* weekend music show, bringing its affiliate list to about 200 stations that cover 90% of the country.

Children's programmer Christopher Dahl, CBC president, hopes the changing tide will bear out his attitude that kids will listen to radio if radio reaches out to them. "If you provide a product, kids will listen to it," Dahl says. "I never subscribed to the philosophy of most radio people, which is: Kids don't listen to radio."



*Radio Aahs DJ Amy of 'Avenue A' (c) featured U.S. Olympic basketball champion Rebecca Lobo (r) and her mother, RuthAnn, taking phone calls on their new book last month.*

Dahl contends not only that children will listen to radio programmed for them but that marketers will pounce on the chance to reach children through a medium other than television. "I think there is a great market out there on the part of national marketers for a different type of media to reach kids," he says.

KidStar founder/president Jodell Seagrave has built a national multimedia company targeted at children around her belief that children represent a wealth of marketing potential for radio.

Seagrave quit her job as a radio sales manager and formed a partnership with investors Bob Day and Bill Koenig to launch KidStar in late 1992. KidStar debuted its version of a 24-hour children's radio format in May 1993 on KKDZ(AM) Seattle. It was not until October 1995 that KidStar signed its second affiliate, KDFC(AM) Palo Alto, Calif.

In addition to KidStar Radio, the KidStar portfolio includes the caller-interactive KidStar Phone-Zone, *KidStar Magazine*, a KidStar All-Stars membership club and the

KidStar Online World Wide Web site. Seagrave contends that children's radio programming has the best chance of success as part of a larger multi-

media package.

"Kids today are growing up in a world where media, almost by definition, is convergent media," she says. "To be in the kids business is not about delivering just in radio. I think we've started a children's media brand."

But making their visions for children's radio a reality has not been easy for either CBC or KidStar.

Formed in 1990, CBC has amassed a network of 29 affiliates for its 24-hour Radio Aahs format that airs in markets including New York, Washington, Los Angeles and Dallas. CBC debuted Radio Aahs in 1990 at WWTC(AM) Minneapolis, which the company owns and which serves as the Radio Aahs flagship.

CBC owns seven of its 29 affiliates—mainly AM outlets—with the remainder operated either through local marketing agreements or as program affiliates. By the end of 1996, CBC expects to close on its purchase of WPWA(AM) Philadelphia and announce purchases in Chicago and St. Louis. In addition, Radio Aahs recently forged an alliance with NetRadio to launch a





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World Wide Web site, and Radio Aahs maintains a listeners' club via phone and member publications.

Dahl took CBC public in May 1993. The most recent quarterly report, however, noted a net loss of 98 cents per share for the first six months of 1996, compared with a net loss of 93 cents per share in the first six months of 1995. In the past 10 months, the company's stock has dipped from an all-time high of about \$15 per share in the first quarter to slightly more than \$5 per share in late September.

The high price for CBC stock came shortly after CBC formed an alliance with ABC Radio Networks last November to handle affiliate marketing and national sales representation for CBC. The alliance ended in July, when ABC pulled out and announced plans to team with Disney to create its own radio programming network for children.

CBC filed a lawsuit against Disney/ABC on Sept. 26 in which it claims that Disney/ABC tried to "misappropriate CBC's unique radio programming format and force CBC out of the children's radio market." CBC claims that Disney/ABC "used that relationship to obtain confidential business information...to develop and market a competing children's radio network in substantially the same format marketed by CBC." ABC officials declined to comment on the suit.

Soon after severing its alliance with ABC, CBC announced that it had retained Southcoast Capital Corp. to



Margaret Loesch is president of Fox Kids Network, which entered radio with its 'Fox Kids Countdown.'

explore joint venture, merger or sales opportunities for CBC. Dahl is hoping to announce either a merger or a sale of the company by the end of this year.

There is also evidence that CBC may strike an alliance with theme parks in Florida and California, and possibly with a children's cable television network as well, according to statements Dahl made at a recent CBC shareholders meeting.

A CBC spokesperson said the company is expected to make an announcement regarding new business partnerships at the NAB Radio Show. Dahl declined to reveal the names of potential new partners.



"For this company to flourish, it has to be part of a bigger entity," Dahl says. "I think it's a natural evolution for what we are doing."

KidStar has started to make good on plans to expand into the nation's top 15 markets with its interactive phone, Internet, radio and print ventures. This year, KidStar signed affiliates in Detroit, Houston and San Diego. By the end of next year, KidStar Radio expects to launch on stations in nine other markets, including Atlanta, Chicago, Dallas and Los Angeles.

KidStar has not yet turned a profit, however, and Seagrave says she is looking at fourth quarter 1997 before the company moves into the black. Unlike CBC, KidStar remains privately held and is heavily financed by venture capitalists including Bandai America Inc., NTT America Inc., Benesse Corp. of Japan, and CSK Venture Capital, the largest shareholder in Sega Corp.

Seagrave contends that the company is "on track with its business projections" and has used investments to create an infrastructure and grow geographically as planned. "We didn't expect to be making money yet," Seagrave says. "One of the fundamental elements that drives the revenue stream is having critical mass in strategic markets, and we're building."

For both CBC and KidStar, advertising revenue has been more difficult to generate than for most mainstream broadcasters. Many advertisers consistently have shied away from children's radio because there is no formal measurement service tallying the size of the audience, thus leaving them little proof that kids are listening.

Arbitron surveys people 12 and older, and its officials say they would have to refine their diary survey methods and charge each of its member stations, not just those programming to children, additional fees to incorporate a way of measuring children's listening.

Although a ratings service would be useful, Dahl says, CBC has signed and retained advertisers and sponsors by showing them "results" from ad campaigns rather than by hawking ratings. "There are people that advertise with [Radio Aahs] because they like what we are doing," he says.

Both Radio Aahs and KidStar employ other ways to measure their

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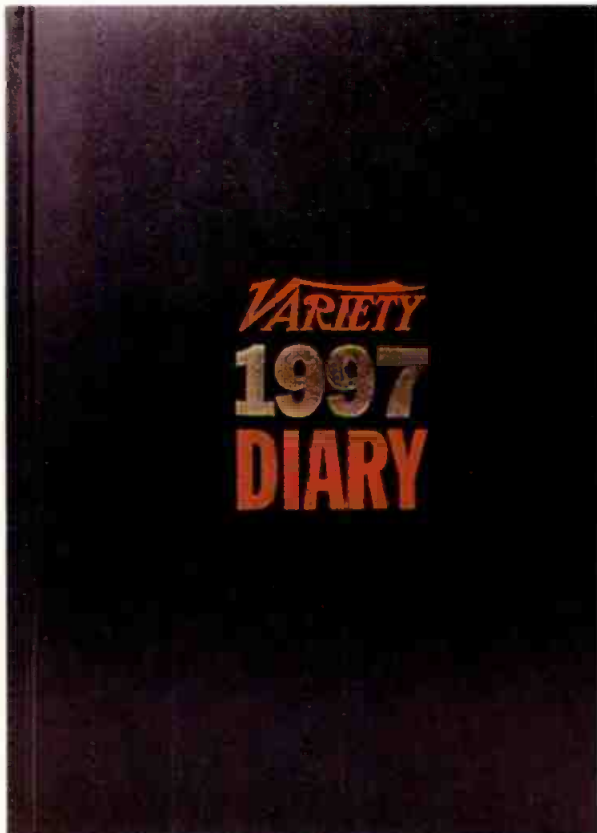
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audience, particularly by tracking calls from listeners who participate in on-air contests and tallying memberships to their in-house publications. They then provide advertisers with information about callers.

Seagrave says that KidStar has had "almost no attrition" of advertisers in its four-year run. Its sponsors include Nike, Disney Interactive, Nestle, Warner Lambert and Nickelodeon.

"I don't think we would have the kinds of clients that we have today if we did not have the data to take back to them and show them how their investment had performed," Seagrave says.

Keith MacGregor, executive director of affiliate sales and distribution for Fox Kids Countdown, says advertisers are "more savvy than simply buying on a number." In addition, Fox Kids Countdown has the distinct advantage of using the Fox Kids Network of television programming to cross-promote its radio show, which enhances its salability, MacGregor says.

"Clearly, this is a conceptual buy in the advertising community," MacGregor says. "Ours is not the only show that is sold in part on concept and sizzle, or something aside from numbers. But this

is a great growth area that maybe was a little underserved in radio and is now getting the attention it deserves."

As Disney/ABC gears up to test a 24-hour children's radio network within the next six months, network executives admit that the venture is somewhat speculative, but also argue that it is an area with great marketing potential.

"Clearly the first element we need to make this work is to determine whether kids will actually listen to kids radio, which I don't think has been demonstrated yet," says Scott McCarthy, ABC Radio Networks vice president of new business development. "From an advertisers' standpoint, ratings will be important."

ABC Radio Networks has discussed collaborating with Disney in children's radio in the past. Although both companies thought the format had potential, they shelved plans to launch a full-scale format in 1992 after some discussion.

After the companies merged in 1995, the idea was revisited. ABC Radio Networks President David Kantor said

recently, "Now that Disney and ABC are one company, it makes perfect sense for us to move ahead with our own children's network."

Skeptics may argue that Disney/ABC will have a tough sell ahead in children's programming, but others argue that if any company can sell children's radio, it is the team of Disney and ABC.

"It's a bit of a challenge, but if Disney uses radio as a promotional vehicle for Disney products and characters on their radio station, it makes a lot of synergistic sense," says talk radio format consultant Walter Sabo. "If anybody can make it work, it's Disney."

There also is speculation that Disney/ABC will commission a ratings service to develop a method for measuring children's listening. Dahl says that if Disney/ABC develops a children's radio ratings system, it could benefit the entire industry. McCarthy declined to confirm the rumor.

"The one thing Disney will do that will be helpful is to come up with some way to rate the audience," Dahl says. "The more money they put into it, the more they will want to figure out a logical way to rate the listenership of children." ■

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### Local radio revenue inches up in August

Local radio advertising revenue increased an average 7% in markets nationwide during August 1996, compared with August 1995, in the Radio Advertising Bureau's latest survey of 100 radio markets.

During the same period, the RAB reported, radio revenue from national advertisers fell by 2% in August 1996; on a combined basis, local and national revenue increased an average 5% in August 1996 over August 1995.

### CNNRadio debuts NewsSource; GuestSource

Westwood One Radio Networks' CNNRadio 24-hour news service has introduced two customized reports, "NewsSource" and "GuestSource" for affiliates. NewsSource features in-depth, live news coverage on topical stories ranging from politics to natural disasters, Westwood One officials said. GuestSource offers stations live interviews with experts on leading news

stories. CNNRadio reaches an estimated 500 affiliates worldwide.

### Randy Travis to headline Marconis

Country artist Randy Travis will provide the evening's entertainment at the NAB Radio Show's gala Marconi Awards dinner and ceremony scheduled for Saturday, Oct. 12, at the Westin Bonaventure Hotel in Los Angeles. Premiere Radio Networks show host and syndicated television celebrity Leeza Gibbons will emcee the event.

### Court TV for radio

New Line Television is slated to launch a national radio network around its syndicated *Court TV* later this month. Court TV: Inside America's Courts Radio Network will produce 60-second segments highlighting topical legal issues and events, hosted by Court TV anchor Gregg Jarrett. New Line's Chris Russo says the "radio initiative represents brand extension" for the show. New Line anticipates producing between 10-15 radio shows each month. —DP



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# Last chance to stop TW/Turner

Shareholder group files lawsuit to block merger

By Jim McConville

**A** group of Turner shareholders are making a final attempt to derail the proposed \$6.7 billion Time Warner/Turner merger, expected to be approved by both companies' boards of directors this week.

But time is running out.

Fulton County Superior Court Judge Elizabeth E. Long last week was to hear a request for a preliminary

injunction to stop the deal. A group of 16 Turner shareholders allege that the procedure used by Turner's board to approve the merger was unfair since it didn't represent outside shareholders.

The case, originally filed in Fulton County Superior Court in August 1995, maintains that no independent panel representing shareholders ever voted on the deal.

In their complaint the shareholders maintain that only six of Turner's 15 board members voted to approve the sale of the company to Time Warner. Other members abstained, citing conflicts of interest, or were not present.

The shareholders' suit claims that the six board members who approved the merger are Turner employees and that four of them, according to Turner's recent proxy statement on the merger, stand to earn substantial financial gains in the form of lucrative severance packages or stock-option grants if the deal is approved.

Turner board members who voted on the deal include CNN Chief Tom Johnson, former Turner Entertainment president Scott Sassa and TBS Executive Vice President Terence McGuirk.

Stephen D. Oestreich, lawyer for Wolf Popper Ross Wolf & Jones in New York, which is representing the shareholder group, says that Turner did not follow proper legal procedure for approving a major deal such as this.

"In most transactions, when you have a structure like Turner's, you either establish an independent committee or you have separate votes for

majority and minority shareholders," says Oestreich. "Even under Georgian law what Turner did is not permitted."

Michael Oglesby, Turner vice president of corporate communications, says the company does not comment

appraisal of the value of their stock, and Turner then would have to pay more money if a court found that the company had been sold too cheaply.

But Oestreich says that such appraisals would have to be pursued individually by the shareholders, and most would not be able to afford it.

Oestreich also says that the shareholders could file charges of fraud against Turner to try to recoup the tens of millions of dollars paid

to Turner consultant Michael Milken and major Turner shareholder Tele-Communications Inc.

Since the merger gained approval from federal regulators last month, Time Warner and Turner executives have been on the road the past two weeks trying to win over Wall Street investors. Both companies have scheduled special shareholders meetings for this Thursday (Oct. 10) and are prepared to close quickly on the merger after expected board approvals. ■



on pending litigation. But a legal brief filed by Turner's law firm, Troutman Saunders, contends that no laws were broken last year and that Turner followed all state laws and corporate bylaws. The brief also states that the shareholders have never provided evidence that Turner controlled the votes of the six employee directors.

If the shareholders are unsuccessful, they plan to appeal. If that fails, Oestreich says, the shareholders' case is effectively dead. The shareholders would be able to file for a judicial

## DIRECTV makes Big Apple deal

DIRECTV has signed an agreement with RCN Inc.—owned Liberty Cable to distribute its DBS programming service and hardware to apartment buildings and other multiple-dwelling units (MDUs) in the New York City area.

Later this month RCN will roll out DIRECTV in buildings now serviced by wireless cable (MMDS) operator Liberty Cable, which was purchased by RCN last spring.

The deal calls for RCN to integrate DIRECTV into existing and future MDU properties where it offers MMDS service. Liberty Cable provides TV programming to approximately 50,000 subscribers in New York.

Current RCN customers will be able to add DIRECTV to their existing MMDS service, and new subscribers will be able to get DIRECTV alone or as a combined DIRECTV/Liberty package. Prices for DIRECTV services and equipment have not been set.

RCN will install one DIRECTV 18-inch satellite dish atop existing Liberty Cable buildings and will use the existing MMDS wiring to hook subscribers into DIRECTV's DBS programming packages. Subscribers will need to purchase or rent a DIRECTV DSS receiver and remote control.

DIRECTV becomes the first operator to offer DBS programming packages to the MDU market.

—JM



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# John Malone, peacemaker?

*Some see TCI chief taking role in mending fences between feuding Turner and Murdoch*

By Price Colman

**W**hen a couple of heavyweight corporate brawlers like Ted Turner and Rupert Murdoch trade punches, most spectators sit back, place bets and enjoy the show.

But if you're John Malone, no stranger to corporate full-contact himself, a Murdoch-Turner match may be one you'd rather never have happen.

Never mind his long-standing friendships with the combatants. Malone and his various businesses have enough to lose if the brawl gets out of hand that he may be willing to step in as cable's version of Warren Christopher.

Tensions between Murdoch and Turner boiled over recently, when Time Warner picked MSNBC over Fox News Channel. Murdoch accused Time Warner of reneging on an already-cut deal, initiated legal action and halted launch of certain Time Warner programming on his BSKyB satellite service in Europe.

Shortly thereafter, Turner compared Murdoch to Hitler for allegedly using

his *New York Post* to smear Time Warner.

A spokesperson for Tele-Communications Inc., where Malone reigns as one of the most powerful and influential people in telecommunications, calls the idea of Malone as peacemaker "intriguing" but declined further comment.

It wouldn't be the most characteristic role for the man Vice President Gore has called head of cable's Evil Empire. Malone has waged his own high-profile battles with Viacom head Sumner Redstone and once suggested shooting FCC Chairman Reed Hundt.

Published reports say Malone is keeping his distance, perhaps hoping to avoid getting splattered as Turner and Murdoch duke it out.

Baloney, or words to that effect, says a highly placed News Corp. source. "Malone called [MSNBC head Roger]



Ailes and said 'Gerry [Levin] screwed you,'" the source says. "He is involved. He is definitely involved. No one wants a war here."

The Rupert-Ted contest represents a dilemma for Malone. He'd like to see the merged Time Warner/Turner company do well because he's going to spin off a com-

pany with about a 9% interest in it. He also wants to see Fox News Channel—the source of the feud—do well because he swapped carriage by TCI cable systems for an option to own 20% of the channel.

"I can see where he would definitely have the incentive to get the issue resolved and settle those differences," said a source familiar with the situation. "It could add to his cachet, improve his relations on Capitol Hill, given Murdoch's deftness in that regard." ■

## TW, US West want to make up

*Companies consider changing or disbanding Time Warner Entertainment partnership*

By Price Colman

**W**ith the Time Warner/Turner Broadcasting merger nearly complete, Time Warner and US West will focus on resolving their conflict-riddled Time Warner Entertainment partnership, analysts say.

Reason one: Time Warner has debt-laden cable properties that US West wants, and US West owns a substantial chunk of programming and entertainment businesses that Time Warner/Turner wants. Reason two: Both companies are under pressure to improve stock performance; modifying or dissolving the partnership would have that effect.

"There's a likely psychological lift to both stocks," says John Reidy of Smith Barney. "One thinks that both companies would focus on this. But you can't blame Time Warner for not focusing on

it while doing the Turner deal."

Acknowledging that cable operations are a drain on cash and a big contributor to the company's \$17.5 billion debt load, Time Warner officials recently said they would look at ways to lighten the cable load, even absent US West's participation.

But the thinly veiled threat to cut US West out of the game smacks of a negotiating ploy, analysts say.

"The talk is positioning," says a source familiar with Time Warner and US West Media Group (UMG), the cable arm of US West Inc. "The likely buyer clearly is UMG, which has already demonstrated its appetite for cable through the Continental deal."

Another source close to Time Warner says: "Time Warner insiders say reaching a deal with US West is first priority."

US West bought a 25.5% chunk of Time Warner for \$2.5 billion in 1993, in the process forming Time Warner Entertainment, which contains about 7 million of Time Warner's 11 million total cable subscribers as well as HBO and the Warner Bros. studio businesses.

But the partnership turned sour last year, when Time Warner announced plans to merge with Turner and approached US West about modifying the relationship. US West argued that because of Turner's programming and entertainment holdings, the merged companies would be competing with Time Warner Entertainment.

US West in June lost its legal battle to stop the merger. Since then, UMG officials have steadfastly said they're no longer talking to Time Warner about dissolving or modifying the partnership, now worth an estimated \$4.6 billion to



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US West.

But pressure—not all of it from Time Warner—is mounting on US West to restart the talks. UMG is focused on consummating its \$11.7 billion merger with Continental Cablevision. The deal, announced late last year, has moved forward slowly, in part because UMG's stock price is below the \$20.875 low-end collar out-

lined in the merger agreement.

"US West Media Group has been under pressure, probably more for the Continental deal than for this, but resolution of this would be a tonic for both stocks and would make everybody feel a lot better about both companies," says Reidy. "Closing of the Time Warner/Turner merger will be a watershed."

Reidy and others say that Time Warn-

er is unlikely to agree to any kind of deal with UMG (which would become the nation's second-largest cable MSO behind Tele-Communications Inc.) that doesn't include arrangements for carriage of Time Warner/Turner programming. Conversely, UMG has made it clear that it wants full management control and majority ownership of the cable business. ■

## Heyer to head worldwide sales



Turner Broadcasting has named Steven J. Heyer, president of Turner Broadcasting sales since 1994, to the new position of president of worldwide sales, marketing, distribution and international networks group for TBS.

In his first appointment as TBS chairman/president, Terence McGuirk has tapped Heyer to take charge of Turner's overall revenue sources, which include advertising sales, cable and satellite subscription fees and international carriage agreements for Turner news and entertainment networks worldwide.

In addition, Heyer will have bottom-line responsibility for Turner's international networks.

Heyer also will be responsible for helping to make the transition to a combined Time Warner/Turner as one of the three Turner executives serving on a steering committee charged with integrating the companies. —JM

## Atlantic Cable in Baltimore

The 15th annual Atlantic Cable Show is expecting its biggest-ever crowd at the Baltimore Convention Center Oct. 13-15. More than 250 cable and technology exhibitors from Maryland, Delaware, Washington, New York, New Jersey and Pennsylvania are expected to fill the 60,000 square feet of space. The show has launched its own Website, [www.atlanticcableshow.com](http://www.atlanticcableshow.com), will contain a schedule of events, registration forms, a list of exhibitors and links to general information and interest sites in and around Baltimore.

# HBO creates animation division

*HBO Animation will focus on adult-oriented fare*

By Jim McConville

**H**BO has created HBO Animation to produce adult animated programming for itself and other networks.

The network has produced family animation in the past, but will now concentrate on adult animation that occasionally will border on the risqué.

"There is a real interest in [doing] something different and [being] able to tell a different kind of story," says Carmi Zlotnik, vice president of Original Programming, Production and Creative Affairs, who adds the title of senior vice president, HBO Animation.

Influenced by the Japanese animation craze, HBO executives say the decision to start a studio was as much an economic decision as a creative one.

"We decided it would make more sense for us to set up our own animation

studio than to subcontract out," says Catherine Winder, vice president of HBO Animation.

HBO's first two projects are *Spawn*, an adaptation of Todd McFarlane's comic-book series of the same name, and *Spicy City*, produced by veteran animator Ralph Bakshi—who created the adult-themed animated movie *Fritz the Cat* in the early '70s.

The two series will air in HBO's Friday midnight time slot starting next spring. The series, to run six half-hour episodes each, will cost an estimated \$600,000-\$700,000 per episode.

HBO hopes to attract an 18-35-year-old demographic with its late-night time slot. "The way we produce the series is for adults; we really don't want to give out any mixed messages," Winder says.

*Spicy City* is billed as a futuristic sci-fi/horror anthology series that will



include such subject matter as cybersex, cloning and computer viruses that can infect humans.

Other HBO animated series in development include a political satire and an anthology sketch show based on characters with dysfunctional relationships, says Winder.

HBO Animation also will develop and produce family and adult animation programming for outside networks. "We're open for business to take on third-party work, but our primary focus is programming for HBO." Winder says. ■



# Fox Sports Américas kicks off in November

*Spanish-language cable channel targets U.S., Latin American viewers*

By Michael Katz

In a major push to spread the Fox Sports name and style worldwide, Fox Sports Américas, a 24-hour Spanish-language cable network, will debut Nov. 1 in 3.7 million households throughout the U.S. and Latin America.

Fox Sports Américas, formerly Prime Deportiva, is a venture of Fox, Liberty Media and Tele-Communications International Inc. and is the international arm of Fox Sportsnet, the new Fox/Liberty cable venture.

Poised to make its mark on the relatively untapped Latin American market, Fox Sports Américas has armed itself with a fistful of television sports rights. The network also is tailoring its coverage to satisfy the idiosyncracies of the different regions. "The key is to be localized and regionalized," says Rich Battista, senior vice president/general manager of Fox Sports Américas, "and bring the best of international competition under the platform of Fox Sports."

The regionalization strategy will be divided into four areas: the U.S., Brazil, and northern and southern Latin America. Fox Sports Americas hasn't yet entered Brazil, but Battista says the network will launch there in early 1997 in a partnership with Globo, the country's media giant, to create a mix of local and international sports. The partnership also has a new boxing deal there.

Some of the rights purchased by Fox Sports Américas include:

- For southern Latin America, the network acquired Argentinian programs *Futbol de Primera*, *Clasico del Domingo* and *Futbol de Verano* from Argentinian sports producer Torneos y Competencias. *Futbol de Primera*, a two-hour soccer highlight program is consistently among the top five-rated programs in Argentina and is considered one of the network's most significant acquisitions.

- For northern Latin America, which includes Mexico, Central America and the Caribbean, the network has the

rights to Major League Baseball and the National Football League, including the exclusive rights (nonexclusive in Mexico) for Super Bowl XXXI in 1997, and the nonexclusive rights to Super Bowl XXXII in 1998.

- For the U.S., the network has the worldwide exclusive rights (except for Mexico) to Mexican League soccer games.

Fox Sports Américas also will unveil *Fox Sports News*, a nightly international sports news show sched-

uled to debut in 1997, and an Internet sports ticker called *Fox On-Line*.

Although the Fox name is still relatively unknown in Latin America, Battista says the network is popular among Hispanics in the U.S. and is second only to Univision. The growth potential in the long term is greatest in Latin America, but Battista thinks there is room to grow in the U.S. The network will be carried on News Corp.'s South American DTH venture and on EchoStar. ■

## TCI takes on Great Britain

*Cable and satellite programming deals with the BBC extend company's global presence*

By Price Colman

Tele-Communications Inc., its overseas beachhead well-established through Tele-Communications International Inc., appears to be stepping up its version of a British invasion.

On Sept. 26, Discovery Communications, 49% owned by TCI subsidiary Liberty Media Corp., announced a deal with BBC Worldwide, the commercial arm of British Broadcasting Corp., to develop new programming services for international distribution, including the U.S. and the UK.

The following day, TCI subsidiary Tele-Communications International Inc. (TINTA) and its Flextech programming arm announced plans to form a joint venture with BBC Worldwide to create six or more new subscription channels for the UK.

Coincidence? Hardly.

Talks that TINTA President Adam Singer conducted a year ago with BBC Worldwide chief executive Bob Phillis

led to both the Discovery and the TINTA deals.

"One idea was a joint venture with Flextech for six UK-specific channels for the cable and satellite market here," says TINTA spokeswoman Catherine May. "Other discussions led to BBC Worldwide talking to Discovery and doing a deal with them."

Phil Johnstone, a BBC Worldwide spokesman, cautions that the talks with Discovery and Flextech are preliminary, although the companies are hoping for deals by year's end. TINTA has targeted mid-1997 for launch of at least some of the new channels.

The deals make sense for everyone involved, particularly TCI, says Chuck Kersch of Neidiger/Tucker/Bruner in Denver. "TCI has an ownership interest in programming ventures [Discovery and Flextech]," Kersch says. "It also has an ownership interest in the distribution mechanism—TINTA. It's simultaneously creating programming that's going to be available and distributed internationally and domestically. What-





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ever they develop is going to be distributed on all cable systems in the U.S. because of Discovery distribution agreements." That translates into a stronger revenue stream for Liberty, and thus TCI.

At the same time, the deals give TCI, as well as Discovery, a tool for tapping underserved UK cable markets. "The

cable industry in the UK has not reached expected levels," Kersch says. "Part of that is [because] U.S. programming has been perceived by the Brits as our attempt to Americanize them. There has been resistance. But Discovery Channel and The Learning Channel have been very well received in the UK. Forging an alliance with the BBC, which is real-

ly well received by the Brits, is an attempt to join ranks. The joint ventures represent a major assault on the [UK] population with regard to cable TV."

Not to mention satellite. BBC Worldwide is talking with Rupert Murdoch's BSkyB and others about distributing the programming. ■

## More subs, shows on tap for CSN

*Channel adds systems in Northeast; introducing NBA, MLB series*

By Jim McConville

**C**lassic Sports Network (CSN) continues to expand its subscriber base, having recently signed carriage deals that will give the network roughly 1.2 million subscribers in two major Northeast markets.

CSN, the nostalgia sports network that airs sports reruns from past decades, also plans to roll out two original series in the next two months to tie in with the World Series and the NBA's 50th anniversary.

Brian Bedol, CSN's CEO, says that as a result of a two-month market test on Continental systems in Massachusetts and New Hampshire, the sports channel will pick up 800,000 Continental Cable subscribers in the New England area. Next month, Continental will begin a broad rollout of CSN as an expanded basic service on systems in Boston, western Massachusetts and New Hampshire.

CSN, launched May 1994, has 15 million full- and part-time subscribers.

The channel also signed two deals that will give the network significant penetration in the Baltimore market. A deal with Comcast will give CSN an estimated 200,000 subs. And this week, Bedol says, Tele-Communications Inc. will add CSN to its Baltimore-area system, which reaches approximately 200,000 subs.

Next year, CSN will begin to be added to rebuilt US Media One/West Inc. cable systems in the Atlanta market, giving it another 500,000 subs by the end of 1997, Bedol says.

CSN also has signed a deal with New York City wireless operator Liberty Media, which plans to carry the network beginning Oct. 11. Liberty serves 40,000 subs.

CSN is carried by Time Warner Cable in New York as interim programming for wBIS, the proposed business and entertainment network owned Dow Jones and ITT. wBIS is scheduled to drop the channel when the service formally launches in January. Bedol says CSN is talking with Time Warner about a deal that would give it at least partial carriage until channel space opens up. "We have nothing against accepting part-time carriage until the [Time Warner] system is rebuilt," says Bedol. "Time Warner has been [very] supportive in trying to help us find a space."

In the meantime, CSN plans to add two original series to its program roster. Later this month it will premiere *Cut to the Chase*, a special baseball series to coincide with the World Series that will feature a collection of what sports pundits consider the greatest classic half-innings in the game's history.

And next month CSN will roll out a continuing series tied to next year's 50th anniversary of professional basketball. ■

### Televideo to launch FreeBee VOD

It sounds like a concept too good to be true: nonpay video on demand. But that's precisely the concept a company called Televideo is touting as FreeBee TV, aiming for a February 1997 introduction in lower Manhattan.

Televideo has a solid partner for the venture in Siemens Stromberg Carlson, which is providing financial support for the ad-supported service, along with real estate groups Televideo has been approaching.

Users will have access to the service via twisted-pair copper phone lines, with access to an undefined number of films at least 18 months after theatrical release. When a film is ordered via telephone, it is immediately transmitted, preceded by a commercial with prompts to which the user must respond, according to Michael Sheppard, Televideo COO.

"It's the first time video on demand is really being done," says Sheppard. It's certainly the first time it's being done this way.

To register for access to the service, consumers fill out a questionnaire about product interests. The ad spots and the movies are delivered through software provided by Woodbridge, N.J.-based Pyramid Siemens Nixdorf and set-top boxes supplied by Integrated Networks Corp.

The idea, Sheppard says, hinges on realtors offering the service as an enhancement to rental properties, the first one a Manhattan apartment building with 150 residents. Sheppard won't spell out the realtors' financial role but, he says, "it's a tool to help them rent space where it's not easily rented."

Sheppard claims that FreeBeeTV will reach a universe of 4,000 potential customers in Manhattan by the end of 1997, with launches also slated for Miami and other cities.

—RT



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## HBO gets cable deal in Poland

HBO, which operates services in Hungary and the Czech Republic, has launched HBO Polska on Polish cable TV. HBO Polska has been available to DTH homes since July but has now signed a "framework" distribution agreement with the Polish National Cable TV Association, which represents 1.2 million cable subs. With stiff competition from rival pay services Canal+ and FilmNet, which plan to merge later this year, HBO aims to attract customers by undercutting its competitors' subscription rates. HBO Polska will be offered on an a la carte basis for Z114.99 (\$5.50) a month, less than half Canal+'s film channel (Z135 per month) and just over half of FilmNet's Z125 monthly fee.

## Euro producers form format group

European independent production houses Mentorn Film (UK), Rene Stokvis Productions (Holland) and Videomedia (Spain and Portugal) have formed a strategic co-distribution and production alliance. Tele-Europe aims to buy new formats for production in domestic territories for sale around Europe as well as acquire archive material. Tele-Europe produces 1,000 hours of programming annually, including *Telly Addicts*, *People's Verdict* and *Challenge Anneka*.

## TPS gets Paramount pay deal

French second digital pay-TV platform TPS has reportedly clinched a \$250 million pay-TV and PPV output deal with Viacom's Paramount TV Group. The deal gives TPS access to 1,100 hours of movies and TV series over the next 10 years. TPS, backed by TF1, France Telecom, M6, CLT, France Television and Lyonnaise des Eaux, plans to launch a package of more than 20 channels by the end of 1996.



## Channel 5 considers DTH route

UK terrestrial service Channel 5 is planning to bid for Astra 1A transponder space to give it even greater reach in the UK. The channel's signal should cover about 80% of the country when it launches in early 1997. Pay-TV group NetHold is understood to be offering the lease.

## U.S. publisher eyes Nelvana

New York's Golden Books Family Entertainment Inc. is in talks to buy Canada's largest animation producer, Nelvana. Golden Books has offered the equivalent of C\$27 (\$20) per share in a mixture of cash and stock totaling C\$140 million. Although discussions are in preliminary stages, the parties hope to wrap up the deal by the end of October.

## Nickelodeon links with Arter

Nickelodeon and Arter, the TV division of Argentina's Grupo Clarin, have formed a strategic alliance to launch a pan-regional kids channel by the end of the year. It will be distributed by Arter in Argentina to more than 800,000 subscribers, as well as Bolivia, Chile, Paraguay and Uruguay.

## Canal+ makes Spectacle for itself

French pay-TV group Canal+ plans to launch Spectacle, a digital interactive home shopping channel, Nov. 15. The service will be available on the group's digital DTH bouquet Canalsatellite Numerique.

## Telepiu to break even in three

Italian digital pay-TV operation Telepiu is expected to break even within three years at the 1.2 million-sub mark, according to local reports. Telepiu claims that it will have 100,000 subscribers by year's end and 500,000 by the end of 1997.

—By Debra Johnson & Nicole McCormick

## H E A D L I N E S

### CNBC signs Darden and Dershowitz

CNBC has hired former O.J. Simpson trial prosecutor Christopher Darden and former Simpson defense attorney Alan Dershowitz to serve as legal consultants to CNBC's *Rivera Live* starting last Thursday, (Oct. 4). Both will be regular contributors to the show through the duration of the Simpson civil trial, which is expected to last four months. Jury selection is under way in Santa Monica, Calif.

### Cartoon Network hits 30 million

Turner's Cartoon Network will pass

the 30 million-subscriber mark this month, according to Nielsen Media Research projections. Launched October 1992, the animated channel will reach that mark on the strength of recent cable carriage signings that include TCI (Royal Oak, Mich.), Time Warner Cable (Charlotte, N.C.), Cox Communications (New Orleans) and Cablevision Systems (Bridgeport, Conn.). The Cartoon Network also says it will add a new original half-hour cartoon series *Johnny Bravo* in fall 1997.

### Comcast adding International Channel

Comcast Corp. has launched Encore

Media Corp.'s International Channel on its Howard County, Md., system, Encore officials say. The International Channel is included as a part of basic cable service where Comcast systems have been upgraded to hybrid fiber/coax and should reach about 26,000 subscribers by year's end. Encore officials expect that number to grow to about 53,000 by mid-1997 as Comcast continues system rebuilds.

### To catch a thief

Comcast Cablevision is offering amnesty during October to those receiving its cable services illegally in the Baltimore area. The illegal



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cable recipients in Baltimore, Harford and Howard counties will be allowed to call Comcast and either become paying customers or have the service disconnected without facing legal penalties. Comcast says it is identifying the cable thieves through house-by-house electronic inspections. The MSO added that it will, with the help of law enforcement officials, aggressively pursue and prosecute those receiving the service illegally who don't turn themselves in during the month of absolution.

### Continental sees STARZ!

Continental Cablevision has launched STARZ!-encore 8. Encore Media Corp.'s premium movie channel, in Yuba City, Calif. STARZ! is on ch. 49 and is part of the Choice One package that also includes HBO and Cinemax for \$18.50 a month.

### Royals rights to Fox Sports Rocky Mountain

The Kansas City Royals have awarded broadcast TV and cable rights to Prime Sports-Rocky Mountain, soon to become Fox Sports Rocky Mountain. The three-year agreement begins in 1997 and includes an option for a three-year extension. Financial terms were not disclosed. Other terms call for Fox Sports Rocky Mountain to televise 80 Royals games, the most in the club's franchise history, in each year of the first three-year contract. Of those, 50 games will appear over the air and 30 will be on cable. Royals officials estimate that their games may be available to as many as 1.7 million homes via Fox Sports by opening day next year.

### US West sells overseas cable outlets

In the first of what likely will be a series of deals, US West Media Group's international division has sold its share of cable operations in Norway, Sweden and Hungary to United Philips, an affiliate of giant Philips Electronics, for about \$30 million. Media Group (UMG) President Chuck Lillis earlier this year told analysts that UMG has targeted about 10 overseas properties it will sell over 12-18 months. UMG anticipates some \$400 million in proceeds from those sales. —JM

50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 23-29, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	Hhs. (000)	Rating		
				Cable	U.S.	Share
1. NFL/NY Jets @ Wash	TNT	Sun 7:58p	5,830	8.4	6.0	13.1
2. Rugrats	NICK	Mon 7:30p	2,573	3.8	2.7	6.4
3. NASCAR/Holly Farms 400	ESPN	Sun 1:00p	2,517	3.6	2.6	8.7
4. Rugrats	NICK	Thu 7:30p	2,364	3.5	2.4	6.1
4. NFL Primetime	ESPN	Sun 7:20p	2,415	3.5	2.5	6.0
4. World Championship Wrestling	TNT	Mon 8:00p	2,442	3.5	2.5	5.1
7. Tiny Toons Adventures	NICK	Sat 9:30a	2,239	3.3	2.3	10.9
7. Rugrats	NICK	Wed 7:30p	2,255	3.3	2.3	5.9
7. World Championship Wrestling	TNT	Mon 8:00p	2,278	3.3	2.3	5.3
10. My Brother and Me	NICK	Sat 12:30p	2,194	3.2	2.3	9.5
10. Rugrats	NICK	Fri 7:30p	2,169	3.2	2.2	6.1
12. Movie: "First Blood"	USA	Sat 6:00p	2,149	3.1	2.2	6.9
12. Tiny Toons Adventures	NICK	Sat 9:00a	2,141	3.1	2.2	10.9
14. Jim Henson's Muppet Babies	NICK	Sat 10:00a	2,006	3.0	2.1	9.8
14. Movie: "McLintock"	TNT	Fri 8:00p	2,053	3.0	2.1	5.8
16. Ren and Stimpy Show	NICK	Sun 11:00a	1,954	2.9	2.0	8.7
16. Rugrats	NICK	Sat 10:00a	1,951	2.9	2.0	8.8
16. Secret World of Alex Mack	NICK	Sat 8:00p	1,956	2.9	2.0	5.3
16. Rugrats	NICK	Sat 7:30p	1,950	2.9	2.0	5.7
16. Rugrats	NICK	Sat 8:30a	1,993	2.9	2.0	11.2
16. Doug	NICK	Thu 7:00p	1,974	2.9	2.0	5.5
22. Rocko's Modern Life	NICK	Sun 11:30a	1,880	2.8	1.9	8.1
22. Looney Tunes	NICK	Sat 1:00p	1,928	2.8	1.9	8.1
22. Are You Afraid of the Dark?	NICK	Fri 5:00p	1,885	2.8	1.9	7.1
22. Rugrats	NICK	Tue 7:30p	1,934	2.8	1.9	5.0
22. Doug	NICK	Mon 7:00p	1,918	2.8	2.0	5.1
22. NFL Countdown	ESPN	Sun 11:30a	1,974	2.8	2.0	8.2
22. Movie: "El Dorado"	TNT	Wed 8:00p	1,941	2.8	2.0	4.6
29. Looney Tunes	NICK	Sun 9:00a	1,835	2.7	1.9	9.0
29. Jim Henson's Muppet Babies	NICK	Sat 10:30a	1,863	2.7	1.9	8.9
29. Rocko's Modern Life	NICK	Fri 6:30p	1,847	2.7	1.9	6.5
29. Doug	NICK	Wed 7:00p	1,848	2.7	1.9	5.2
29. Are You Afraid of the Dark?	NICK	Tue 5:00p	1,825	2.7	1.9	7.0
29. Carson 20th Anniversary	FAM	Sun 9:00p	1,812	2.7	1.9	4.1
29. CFA/Texas @ Virginia	ESPN	Sat 7:30p	1,887	2.7	1.9	5.0
35. Movie: "Rambo III"	USA	Sat 7:00p	1,828	2.6	1.9	5.1
36. Movie: "First Blood"	USA	Thu 9:00p	1,805	2.6	1.9	3.9
36. Aaahh!!! Real Monsters	NICK	Sun 10:30a	1,736	2.6	1.8	7.9
36. All That	NICK	Sat 9:00p	1,767	2.6	1.8	4.5
36. Doug	NICK	Fri 7:00p	1,770	2.6	1.8	5.3
36. Tiny Toons Adventures	NICK	Wed 6:30p	1,742	2.6	1.8	5.3
36. Clarissa Explains It All	NICK	Mon 6:00p	1,741	2.6	1.8	5.4
43. Adventures of Pete & Pete	NICK	Sat 9:30p	1,692	2.5	1.7	4.3
43. Space Cases	NICK	Sat 8:30p	1,698	2.5	1.7	4.4
43. Salute Your Shorts	NICK	Sat 12:00p	1,704	2.5	1.8	7.7
43. Tiny Toons Adventures	NICK	Mon 6:30p	1,676	2.5	1.7	4.9
43. Stadium Show Post Game	TNT	Sun 11:08p	1,719	2.5	1.8	5.3
43. WCW Wrestling	TBS	Sat 6:05p	1,737	2.5	1.7	5.4
43. Family Matters	TBS	Fri 6:35p	1,719	2.5	1.8	5.5
50. Lucy & Desi Hour	NICK	Sat 10:30p	1,660	2.4	1.7	4.6

Sources: Nielsen Media Research, Turner Research



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Online

## AOL ad spots go up, stock goes down

But Leonsis predicts big things from TV spots

By Richard Tedesco

The launch of America Online's highly hyped TV ad campaign last week couldn't stem a loss in its stock price prompted by its continuing shaky subscriber base.

The admission in its latest 10-K filing that it was losing subscribers through combined competition from the Internet and other commercial online services was not news. But it still sparked a sell-off that saw AOL's stock price fall 10% early in the week.

Ted Leonsis, the irrepressible president of AOL, said his company is being victimized by short-sellers "controlling the public relations agenda." And at 6.2 million members and \$1.1 billion in annual revenue, the picture at AOL is bright, he argues: "We have the only working business model on the Internet. And you can look it up."

What you can't look up is AOL's churn rate, and Leonsis won't reveal it. But in the quarter concluded on June 30, 2.1 million people signed up for the service, but AOL's net membership increase was just 312,000. (More than 350,000 were rejected for using bogus credit cards or other similar reasons.) At that point, AOL was carrying more than \$300 million in deferred subscriber-



acquisition costs.

That's the cost of the current marketing effort, which kicked off with a prime time TV spot during *Monday Night Football*. But the frenetic lilt of *The Jetsons* theme song played against video of a space-age family finding fulfillment on AOL

clearly can't draw the Dulles, Va., company a loyal audience.

AOL is banking on the slick TV spots from TBWA Chiat/Day to help send its subscribership soaring from the current 6 million to 10 million by sometime next summer. It's also banking on a major content makeover this month to work some much-needed magic. "We're ready to do multimedia. We're starting out with sound and pictures, and then we'll move more into video," Leonsis said.

He's vague about how quickly video will appear and won't tip his hand on new content to be unveiled mid-month. But he

casts AOL as a "fifth network" with its own cyberspace development studio that draws a prime time rating comparable to that of a cable channel. "We basically buy content from third parties and production houses. We spec shows. We're starting to make all our money on advertising, transactions and other revenue streams, and the majority of our usage is in prime time," he says.

Right now, observers say, the task is to tackle the challenge from its online competition. "They're definitely fighting the battle against the Web," said Kate Delhagen, an analyst for Cambridge, Mass.-based Forrester Research. And an aggressive marketing tack is certainly needed, said Delhagen, adding that AOL needs to "take it to the next level, to regroup and refocus."

AOL is attempting to do just that with the continuing ad campaign, which includes 12 spots in all and a half-hour infomercial slated to air on cable channels and local broadcast stations this month, showcasing content and functionality, according to Leonsis.

Its revamped Website is little more than another mode of hype for the online service. If the new content doesn't match the hype of the current ad campaign, AOL's churn could keep the company spending money to acquire new subscribers from a finite pool—which also is being pulled to other entertainment forums in cyberspace. "The real question is whether there'll be a place for them in a year or three when the Internet gets to the next level," says Delhagen. **TMA**

### WebTV makes browser deal with Microsoft

WebTV won additional financial support while striking a strategic deal with Microsoft Corp. to use its Internet Explorer technology in a future product release.

Microsoft leads a list of new investing companies that includes Citicorp, VeriFone, Times Mirror and Lauder Partners. WebTV, which recently launched its Internet-on-TV service, also received additional funding from the original technology venture capital firms behind it, including Brentwood Venture Capital, Vulcan Ventures Inc. and Asia Pacific Ventures.

A WebTV spokesperson declined to comment on the size of the capital infusion.

The strategic deal with Microsoft calls for WebTV to adapt the Redmond, Wash., software giant's Internet Explorer into its TV screen format.

Sony Electronics and Philips Consumer Electronics recently began shipping their versions of set-top boxes, making available the WebTV service to consumer electronics stores nationwide.

WebTV also has content alliances in place with Yahoo!, Excite, Spynet, Concentric Networks and Thomas Dolby's Headspace.—RT



Law

# U.S. appeals to reinstate CDA

Claims law is needed to protect children from 'Net indecency

By Heather Fleming

The Clinton administration asked the Supreme Court last week to overturn a federal court decision that struck down a controversial Internet indecency law.

A three-judge federal panel in Philadelphia ruled in June that the Communications Decency Act (CDA), part of the Telecommunications Act of 1996, was unconstitutionally vague and overbroad. The law made it a crime to knowingly transmit "indecent" or "patently offensive" material to minors on the Internet or another computer network and imposed penalties of up to five years in prison and fines of up to \$250,000.

The lower court said that "any content-based regulation of the Internet, no matter how benign the purpose, could burn the global village to roast the pig." The Internet, the panel said, is unlike any other medium and therefore "deserves the broadest possible pro-

tection from government-imposed, content-based regulation."

In its appeal, the administration argues that the lower court decision not only "imperils the government's ability to protect children from exposure to sexually explicit material that is now widely disseminated on the Internet" but jeopardizes the continued growth and viability of the worldwide computer network.

Immediately after the CDA was signed into law on Feb. 8, the American Civil Liberties Union (ACLU) and 19 other civil liberties and free speech advocates filed suit challenging the act. The American Library Association, joined by a coalition of 26 other groups, including computer companies and online service providers, filed a separate suit shortly thereafter. The two cases were consolidated and heard, and the case was quickly heard at the U.S. District Court in Philadelphia.

Plaintiffs in the case expect the Supreme Court to hear the case in late fall or early winter, with a decision likely in the spring. **TMA**

Internet

# Consortium formed for 'Net privacy

By Richard Tedesco

A group of companies doing business on the Internet have formed a consortium to set privacy principles for cyberspace transactions.

The Privacy Assured initiative is led by WorldPages Inc., which publishes electronic directories for individuals and businesses. Other consortium members include Four11, I/PRO, Match.Com and NetAngels.Com.

The group describes Privacy Assured as a pilot program for eTrust, another Internet security project created by the Electronic Frontier Foundation last July. The objective of eTrust is to establish privacy ratings for online transactions to create an atmosphere of public confidence in cyberspace commerce.

"We must establish practices that allow the Internet to flourish as a safe place to engage in personal and commercial activities," says

Timothy Dick, WorldPages president. "We need to make sure that the Internet does not endanger fundamental issues of personal privacy."

The initiative was announced on the heels of recent reports of database services' providing sensitive information, including social security numbers, to

its users.

Privacy Assured will post its blue PA logo on Websites that adhere to its standards, which include: ■ Not knowingly listing information about individuals that has not been volunteered for publication. ■ Not allowing so-called reverse searches to find individual names from

postal address, e-mail or phone numbers. ■ Releasing only aggregated anonymous usage statistics, not individual information. ■ Permitting individuals to delete personal information from lists.

WorldPages will act as a clearinghouse for the group to monitor adherence to its privacy principles. **TMA**

## New Deal for 'Netizens

Admirers of Franklin Delano Roosevelt and Web surfers waxing nostalgic about the FDR era will find a trove of multimedia content on the New Deal Network ([newdeal.marist.edu](http://newdeal.marist.edu)).

Film and radio broadcasts from or about FDR are accessible on the site, intended as a general information resource and educational tool. Documents from the period also are available as are photos, artwork and descriptions of FDR programs. Users can read a summary of the Tennessee Valley Authority project and view a library of photos from various New Deal programs.

A joint project of the Franklin and Eleanor Roosevelt Institute, the Franklin D. Roosevelt Library, Marist College and IBM, the site also will provide digital replicas of artifacts from the FDR Library, the National Archives, the National Museum of American Art, the Library of Congress and other collections.

Using technology from the IBM Digital Library, the site can collect as many as 1,000 images per week. A "classroom" area suggests lesson plans, and students can post resulting projects online.—RT



Standards

# Microsoft has its way at standards meeting

ActiveX accepted for licensing, branding, management standard

By Richard Tedesco

Microsoft's meeting last week to cast its ActiveX technology as an open-standards architecture proved less than suspenseful as the software giant won overwhelming acceptance from a standards-development consortium.

The Open Group voted 63 to 19 to accept the ActiveX Internet content specification for licensing, branding and management. This gives Microsoft's product the imprimatur of a

standards group in exchange for Microsoft's making available technology that is incorporated in other Microsoft Internet and software products.

The gathering of nearly 100 representatives from "stakeholder" companies met in lower Manhattan and accepted Microsoft's offering. "How did you vote?" one conferee was overheard ask-

ing another. "For Microsoft or for Microsoft?"

Paul Maritz, Microsoft senior vice president, praised The Open Group's "pragmatism," commenting that the group "has gone through the same Darwinian evolution [before]." The Open Group's pragmatic approach included

lining up an Active Group steering committee selected by Microsoft, a circumstance one stakeholder described as "onerous."

"There's a lot of goodwill coming out of this process, and we certainly hope

to build on that," Maritz said. Although Microsoft

seems to get goodwill on demand, it's also looking for something more significant here: an Internet platform on which cyberspace companies will build. And that could be accomplished only through the open-standards route it orchestrated last week.

"Anything that isn't cross-platformed hasn't been taken seriously on the Internet," David Smith, research director of Internet strategies for the Gartner Group, said before the anticlimactic ballot result was announced. "Microsoft is under pressure to insure that ActiveX is taken seriously."

The pressure likely will build as Microsoft and The Open Group seek to enable commingling of ActiveX and Netscape Communications' Inter-ORB protocol for the Internet, based on the Common Object Request Broker Architecture (CORBA), being shepherded by the Object Management Group, another industry organization that deals with standards issues.

No OMG member attended the ActiveX Summit, as Microsoft billed it. But Jim Bell, Open Group CEO, indicated that his group maintains a relationship with OMG. And he and Maritz both spoke positively about some eventual accommodation with OMG on the thorny platform-standards questions. They did not indicate just what sort of summit they envisioned toward that end. As Smith put it, "it's all politics."

**Microsoft**



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# Technology

October 7, 1996

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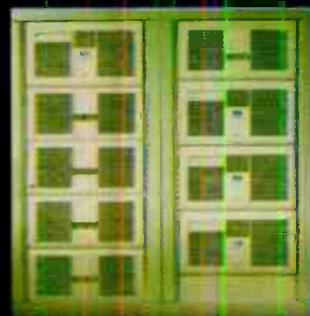


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# CBS News goes real-time for elections

*Invests in virtual set, 3-D graphics, touchscreen*

By Glen Dickson

**F**or its coverage of *Election Night '96*, CBS News will use an array of real-time graphics technology to display up-to-the-second voting results and comprehensive exit-poll analysis.

The network has created a real-time graphics system that will allow anchor Dan Rather to display the latest election returns via a touchscreen map, and is leasing an RT-SET Larus virtual set to show three-dimensional depictions of exit-poll results.

"We're taking a big leap into 3-D real-time stuff," says Steve Jacobs, CBS News's executive producer, special events. "For the first time, our anchor will be able to call up specific graphics at the touch of a finger. It's every anchorman's dream—to produce his own broadcast."

For *Election Night '96*, Rather will use a brand-new broadcast tool: a touchscreen map of the U.S. that links to an SGI Indigo workstation. With the map, Rather will be able to show viewers real-time polling results for all 50 states, thanks to a special local area network (LAN) that CBS has constructed specifically for election night.



*CBS anchor Dan Rather will use a touch-screen map to call up real-time graphics showing the latest election results.*

"People will see him touch Massachusetts, then touch a Senate icon, and then he presses a green 'send' button and a Chyron Infinit will display a second board with the latest info of the race between Kerry and Weld," says Jacobs. "While it's up, if we get new information, that board will update itself on-air;

it refreshes under computer control many times a second."

CBS News has contracted with three automation vendors—Shoreline Studios, Visioneering Resources Inc. and Media Computing—to write specific code for the touchscreen system. The touchscreen is being provided by MicroTouch. The map will display states in red to represent Republican victories and blue for Democratic wins.

CBS News will provide the same real-time information and map interface on its World Wide Web site, with computer users relying on their mouse instead of Dan Rather's finger. "That will also be powered by SGI hardware," says Jacobs. "It will have the same look, and individual Web users will be able to get access to the same CBS database.

If you see it on CBS, you can grab it on the Web."

The other breakthrough for CBS's coverage will be the use of virtual-set technology. Under a project lease arrangement, CBS will use an RT-SET high-end Larus virtual set and three SGI Onyx InfiniteReality supercomputers

## Bumper crop of technical Emmys

The National Academy of Television Arts and Sciences presented its 1995-96 Technical Achievement and Scientific Development Engineering Emmy Awards last week in a black-tie affair at the Marriott Marquis Hotel in Manhattan. Thirteen companies and two international commissions were honored for outstanding achievement in the development of technologies and contributions to the advancement of technology. John Cannon, NATAS president, presided over the ceremony.

The awards were judged by a committee of industry peers chaired by Charles Jablonski, NBC vice president of broadcast and network engineering. The honorees:

- International Organization for Standardization/International Electrotechnical Commission—For standardization of JPEG, MPEG-1 and MPEG-2 video compression technology.



*Tech Emmy winners included (l-r): Yasuo Honda, Fuji; Robert Seidel, CBS; Mike Croll, the BBC, and Jorg Sennheiser, Sennheiser Electronic Corp.*

- General Instrument Corp., Nagravision, News Datacom Ltd.—For development and implementation of technology for high-security encryption of signals for home television reception.

- BBC, Quantel, Grass Valley Group/Tektronix Inc.—For pioneering efforts for rounding techniques for multiple-generation image manipulation for minimal visibility of truncation errors.

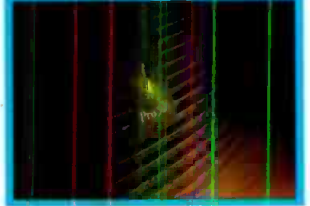
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(worth \$1.5 million) to create a virtual environment for exit-poll results.

"We never had the display or analytic tools to look at exit polls simultaneously across all 50 states," says Jacobs. "Now we do."

In what Jacobs describes as a "statistician's dream come true," CBS News will pull exit-poll results from 4,000 polling locations over its election night LAN of 200 PCs, then translate the results into 3-D graphics within the Larus virtual studio environment.

CBS's exit-poll system will ask "not just who they voted for, but why—and what they expect from the incoming administration," says Jacobs. The system will be able to break down voters' reactions by state or region and compare voters' answers to 1992.

"For example, among the people who voted for Perot in '92, how many stayed and how many defected to Clinton or to Dole?" says Jacobs. "Or we can break it down regionally—do voters in the

Northeast have a different set of expectations for the incoming administration than do people in the South?"

A "virtual correspondent," who has yet to be selected, will be a CBS correspondent reporting from a chroma-key "blue room." The CBS correspondent will walk through the virtual set and interact with 3-D graphics displaying continual updates from exit polls around the country. Post Perfect of New York, using Wavefront software, has performed the bulk of the 3-D modeling for the RT-SET environment.

According to Jacobs, CBS is spending more than \$1 million on *Election Night '96* technology, about the same as it spent for its 1994 election night coverage. He says the PCs running the election night LAN will be used as desktop units after Nov. 5, and that the touchscreen unit also will continue to be used, possibly for weather graphics or sports reporting.

While RT-SET America President

Steve Smedberg admits that his company doesn't want leasing virtual sets on a per-use basis to be its business model, he says the CBS lease is a good idea for the short term.

"It answers the questions of whether it works and whether it's commercially viable," he says. "We also provide the one time lease at a reasonable percentage cost of what a purchased system would cost over three years. It gives them a chance to weigh the cost versus being more creative and bringing the viewer more graphic understanding."

CBS is airing another production created with RT-SET virtual-set technology, the children's program *Secrets of the Cryptkeeper's Haunted House*. The 26-week adventure/competition series was created by Goldwyn Entertainment using a leased Larus system. And the Sci-Fi Channel also is airing a Larus-produced show, *SF Vortex*, which The Post Group produced with a purchased Larus system. ■

## Detroit to build fiber interconnect

*Hard-wired system will be modeled on one in Chicago*

By Glen Dickson

**D**etroit cable operators plan to build a hard-wired spot distribution system and aim to launch real-time digital ad insertion over the Detroit Cable Interconnect in May 1997.

The \$4.3 million system, to be managed by spot cable representative National Cable Communications (NCC) under a five-year contract, will be similar to the fiber-optic delivery system being used by the Chicago Cable Interconnect (B&C, Nov. 20, 1995). It will use a completely fiber-optic network to deliver spots in real time from a central distribution facility, and will probably launch with geographically targeted advertising to five separate zones. Roughly 30 cable headends will be connected in the network.

Participants in the new digital interconnect include Comcast, Continental Cablevision, TCI and Time Warner. NCC is also in discussions with Harron Communications and Monroe Cablevision, two smaller operators that service less than 10% of the total subscribers in the Detroit market.

"If we get them, then everybody will be in," says Barrett Harrison, NCC's Detroit-based executive vice president

*"This overcomes every obstacle we've had during the past 15 years."*  
NCC's Barrett Harrison

of corporate development, who will serve as general manager of the interconnect. Harrison says the move to digital will increase the number of inserted channels from six to 16 systemwide; the fiber will be able to support up to 64 total channels of insertion.

The conversion of the Detroit Cable Interconnect will require adding 75 miles of fiber-optic cable to the existing infrastructure, says Ken Little, NCC vice president. "It will be a complete hard-fiber network like Chicago's," says Little, adding that each MSO will use different vendors to supply the fiber.

A central insertion site, still to be determined, will distribute MPEG-2 compressed spots in real time to the five geographic zones. The central server will have the ability to store 3,500 30-second spots. Little says that NCC is

considering digital insertion systems from SeaChange International and Channelmatic/Sony. (The Chicago interconnect went with the Channelmatic/Sony solution, which combines Channelmatic switches and software with Sony VideoStore MPEG-2 servers.)

Little says that the Detroit interconnect already has committed to using Channelmatic switches in 23 headends; the venture has also tapped ADC Telecommunications to manage digital transmission with its routers. The digital spots will be distributed down two fiber paths, with each fiber-optic cable capable of handling 32 insertion channels. Little says that in the future the interconnect also could handle up to eight zones.

Harrison is optimistic about the bump the digital technology will give to Detroit's cable spot sales, now that the interconnect will be replacing its "19th century" analog equipment.

"Chicago's been running perfectly, and they just had their biggest month for profitability," Harrison says. "We expect to be packaging and preselling a lot of the inventory before it's even turned on. This overcomes every obstacle we've had during the past 15 years." ■



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# WETA chooses Harris HDTV transmitter

*Experimental station scheduled to go on air in January*

By Glen Dickson

**N**oncommercial WETA-TV Washington has purchased a Harris digital transmitter to inaugurate its HDTV broadcasting in 1997.

The PBS station in April announced plans to build a \$10 million HDTV facility (B&C, April 1) and won an experimental license from the FCC in July. Now, with a Harris Sigma CD digital transmitter due for delivery in December, WETA-HD plans to begin transmitting HDTV signals on UHF ch. 34 in January 1997.

Although WETA-HD won't comment on the purchase price, Bob Weirather, Harris's director of television products, says the list price for the HDTV transmitter is \$400,000-\$500,000, with the price varying based on options.

"We should begin transmitting video right off the bat," says Joe Widoff, WETA-TV senior vice president of operations and administration, who notes that the Harris unit is the same one being used by WRAL-HD, the experimental station run by the CBS affiliate in Raleigh, N.C.

WETA-HD's signals will be sent from WETA's FM tower site in Arlington, Va., off a side-mounted Andrew antenna. Since the Harris tube transmitter with 8-VSB digital exciter is rated at 70 kw peak power, WETA-HD will ask the FCC to raise the peak power level of 10 kw allowed under its experimental license. "We decided that to be able

to use it for transmission measurements, we [needed] a more powerful transmitter," Widoff says.

WETA-HD hopes to use the Grand Alliance's receiving truck to receive its HDTV transmissions. Widoff says that the Public Television Digital Alliance of KCTS-TV Seattle; Oregon Public Broadcasting, Portland; WMVS(TV) Milwaukee, and WETA-TV may also approach equipment manufacturers to produce prototype receivers for the group.

Widoff admits that finding an HDTV production encoder today is a major stumbling block. "It seems to be the new underground industry for DTV—everybody's interested in implementing it, but nobody's making one," he says. "We haven't been able to buy or borrow one."

So for HDTV source material, WETA-HD will either play back pre-encoded D-3 or D-5 tapes or take uncompressed tapes over to NBC's WRC-TV, site of the MSTV/EIA Model HDTV Station Project. "The Model Station has offered to output any uncompressed material we do have through their facility down there, using the Grand Alliance encoder

and recording the output on D-3 tape," says Widoff.

WETA-HD has just purchased D-3 VTRs from Panasonic for that purpose. "We're on a little bit of a buying spree," says Widoff. "We'll have to

get some interface equipment to decode [the D-3 material] so it can be used. It's not full bandwidth, but it's what the Model Station is doing now."

WETA-HD also is considering buying a used full-bandwidth Sony HDD-1000 one-inch HDTV reel-to-reel tape machine. "It puts up really nice pictures, but Sony isn't making them anymore," says Widoff. "We could take mater-

ial from that, run it through the encoder and then dub on D-3 for in-house demos and training."

PBS also is in the process of modifying a Mitsubishi encoder to uplink an HDTV satellite feed from its technical facility in suburban Alexandria, Va. "We would be able to receive it as part of any other PBS material and record and play it through to our transmitter," says Widoff. "We'd be serving as a pass-through, which is the first stage of becoming a DTV station." ■



*The Harris Sigma CD digital transmitter features an 8-VSB digital exciter*

## SMPTE focuses on HDTV technology, not politics

By Glen Dickson

**J**oe Widoff is looking forward to SMPTE's HDTV workshop at World Media Expo this week.

As senior vice president of operations for WETA-TV, the Washington PBS station that is building a \$10 million all-digital facility and starting an HDTV experimental station in January, Widoff is interested in discussing

prevailing HDTV technical issues such as signal processing, storage, transmission and compression—which is a little different from the HDTV dialogue in his hometown, currently being dominated by computer industry demands to do away with interlace scanning.

"I think it's a political problem," says Widoff. "It's clearly tied up with the election and the role the computer

industry—and to a lesser extent, the broadcast industry—is playing. The computer industry has been courted by this administration, and they're not going to do anything to upset that apple cart before the election."

Former SMPTE engineering vice president Ken Davies of the CBC, who is chairing the HDTV workshop this week, agrees with some of Widoff's sentiments. He says the debate between broadcasters and computer companies over interlace really has been about who controls HDTV set-tops.

"There [have] been a lot of political and economic discussions held within the context of seeming [to be] technical evidence," says Davies. "Let's put those



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# Cutting Edge

aside and deal with the real issues.”

Davies says that a far more pressing issue is the need to interchange images between different electronic production systems via interface protocols (such as serial digital), a challenge that the European Broadcasting Union and SMPTE have formed a joint task force to address. “These issues, which are more important in the long run, have been swept off the board by the never-ending interlace argument, which is just nonsense.”

According to Davies, the proposed Grand Alliance standard also will be able to accommodate different aspect ratios (such as 2:1) for displaying motion picture film, just as today’s 4:3 aspect ratio can accommodate letter-boxing.

As for the attempt to outlaw interlace, the computer industry is on “very slippery ground,” Davies says. “The case they’ve made is far from convincing, from either a technical or [an] economic point of view. The standard can clearly accommodate both [interlace and progressive], and the computer industry clearly knows how to put NTSC [interlace] pictures on computer screens.”

By Glen Dickson

**Dielectric** has signed an agreement with **Tribune Broadcasting** to provide transmission gear for the broadcaster’s stations. Under the contract, Tribune will purchase antennas, transmission line and RF components for DTV and NTSC for its stations in New York, Los Angeles, Chicago, Philadelphia, Boston, Atlanta, Houston, Denver, San Diego and New Orleans. Raymond, Me.-based Dielectric has contracts with 50 stations in 22 markets for DTV design studies; the company has completed the DTV design study for San Francisco’s Mount Sutro and is designing the DTV facility for the World Trade Center in New York.

**Avid** has introduced the first release of **AvidNews**, its next-gen-

eration newsroom automation system. The system, which integrates with Avid’s disk-

based digital news production systems, will allow journalists to browse low-resolution video feeds and build a shot list, compose text scripts, create spreadsheet-style rundowns for on-air playout and publish finished stories to the World Wide Web in HTML format. AvidNews can be directly accessed by Avid NewsCutter nonlinear editing systems, and Avid has developed a two-stream recording system for news feeds in which low-resolution video is stored in the AvidNews hard drive and full-resolution video is stored in the NewsCutter. The system begins alpha-testing in Europe in January, with the first production systems shipping in the U.S. in June 1997.

TCI’s cable operation in Peoria, Ill., has installed digital ad insertion equipment from **Starnet Development Inc.** (SDI), and Rick Saints, TCI Peoria general sales manager, reports that since going online with the SDI system the operation has been running at 99.3%. The Peoria interconnect consists of multiple headends with a total 125,000 subscribers; the SDI system is in service at the Peoria headend (60,000 subs) and the Bloomington headend (30,000 subs).

**Tape House Digital**, New York, handled compositing for the complex “Man at His Best,” a commercial for Panasonic Home Theater shot by Larry Shiu of Metro Pictures for Grey Advertising. For the scene of a Civil War cavalry charge, Tape House used the Discreet Logic Flame to composite a Panasonic television screen into a riverbed. “This scene was too large to be filmed against a blue screen,” says Michel Suissa, Tape House director of visual effects. “So we used the Flame to extract mattes and enhance the perspective. We had to rebuild the entire scene, remove the riverbed and trees from certain areas of the frame and add other elements to make everything appear seamless-

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Tape House Digital composited a TV into a riverbed for this Panasonic spot.

ly integrated into the final scene." Suissa says the cavalry scene required 45 layers of compositing.

Quantel's new Combo combines the Picturebox Express stills store and the Paintbox Express graphics system into one unit. The three-channel Combo system has a dedicated graphics channel and two transmission channels that enable simultaneous graphics production and transmission. An integrated database and stills library allows images to be shared and rapidly retrieved.

WPLG(TV), the Post-Newsweek ABC affiliate in Miami, has purchased Canon's new IS-20B Optical Image Stabilizer Adapter for use on its news helicopter. The station's camerapeople are using the Canon stabilizer to shoot from a window in the helicopter, which the station plans to make into a sliding door so the camerapeople can hang out of the chopper for better shots. According to Darren Alline, WPLG's news operations technical manager, the station chose the Canon stabilizer because of its low price

### Errata

In a Sept. 30 story on WPIX(TV) New York, the Sony digital cameras that the station has installed were listed incorrectly. They are BVP-500 models, not DNW-500. Also, an outdated title for WPIX's Frank Geraty was given: He is director of broadcast operations and engineering.

compared with those of exterior-mounted gyrostabilized systems, its light weight and its ability to shoot in tight quarters. "We are able to shoot from inside the helicopter with the talent only three to four feet away, then pan out the window to get the shots we need," he says.

**Panasonic Technologies Inc.** has established a subsidiary company, Panasonic

AVC American Laboratories Inc. (PAVCAL), that will develop and commercialize digital television products such as digital satellite systems, set-tops and receivers, standard/format converters and plasma displays. The new company was formed through the merger of Matsushita Applied Research Laboratory and Panasonic Advanced TV-Video Laboratories Inc., and is based in Secaucus, N.J.

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## RADIO

### HELP WANTED MANAGEMENT

**Radio Station General Manager/Director** of University broadcast services starting in August 1997 or January 1997. Assistant or Associate Professor for 12-month contract. Salary minimum \$42,000 and negotiable. GM will be responsible for WAMF-FM operation including staff recruiting, training and supervision, programming, fundraising, aggressively seeking and administering increasing station budget, serve as liaison to community and teach two courses in broadcast journalism. Masters degree required, PhD preferred. GM will develop program underwriting for station, target community audience with music, news, and public affairs programming and be concerned with developing non-commercial station to county prominence. Good supervisory and motivational skills necessary. Apply by November 15, 1996 to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800. FAMU is an Equal Access/Equal Opportunity University which led the nation two of the last five years in the recruitment of National Achievement Scholars.

**Radio Business Manager**, Paxson Miami. Fast paced, excellent growth potential, 5 years experience required. Excellent communication, organizational skills required, MBA, sports broadcasting experience helpful, traffic experience desirable. Fax resume and salary requirements to Wendy Harmon 305-999-6108. EOE.

**General Manager wanted for Southwestern market.** 2 FM stations in growing area. Solid management background with sales skills required. Equal Opportunity Employer. Send confidential resume to Box 00953.

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**Small/Medium Market GM.** 14 years management experience. Strong sales background. Excellent trainer. Exceptional people skills. Creative promotions. Jim 815-758-6292.

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## HELP WANTED ALL POSITIONS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allan Sprague, President, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No phone calls. The members of the New Hampshire Association of Broadcasters are Equal Opportunity Employers.

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**Purchased a small market FM radio station** with two partners for \$250,000 on July 1, 1994. We sold station on September 30, 1996 for \$525,000. I am now available on a project basis. My strengths include sales, cost control, organization, promotion and US Virgin Islands and Puerto Rico experience and understanding. To discuss your possible use of my services, telephone William Shaw 704-487-1589.

## TELEVISION

### HELP WANTED MANAGEMENT

**Wanted:** EOE in small market in NW needs Station Manager with strong local sales background, ability to recruit, hire, train and motivate a must. Send confidential resume and salary requirements to Box 00937.

**Kansas Public Telecommunications Service, Inc. (KPTS), Hutchinson/Wichita, Kansas,** seeking President/General Manager with managerial and fund raising experience; interpersonal communications, conceptual and creative ability. Baccalaureate degree required. Benefit package. Reply: KPTS, c/o Harvey Sorenson, P.O. Box 48641, Wichita, Kansas 67201-8641. Equal Opportunity/Affirmative Action Employer.

**General Manager.** U.S. Broadcast Group is looking for an experienced General Manager in Johnstown, PA to lead the efforts of two television stations: WWCP-TV, a FOX affiliate, and WATM-TV, and ABC affiliate. If you are looking to be a part of a dynamic and growing team that has the tools to compete, and you're an aggressive proven leader with the skills to grow revenue, further develop news, use your creativity in developing strong promotions, and you have the ability to work with people, staff and clients, then send us your resume. Send to: Gary Schneider, Executive Vice President, U.S. Broadcast Group, 1450 Scalp Avenue, Johnstown, PA 15904. Equal Employment Opportunity.

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**Traffic Coordinator.** Growth and expansion has created the following opportunity at Century Communications in Santa Monica. Duties/Responsibilities: Input of sales contracts and track inventory. Create and maintain program formats and schedules, maintain multi-cut media system as well as clear commercial copy. Maneuver of commercials within specific time periods to avoid conflicts and assembly of daily commercial logs. Skills required: Previous experience with traffic software/systems in a cable environment preferred. Must possess excellent organizational skills and good written and oral communication skills. Must be able to work under pressure with tight deadlines and minimal supervision. Equal Opportunity Employer. Fax resumes to Cyndi Gregory @ (310)829-7096.

**Traffic Assistant.** Growth and expansion has created the following opportunity at Orange County Newschannel (OCN)/Century Communications. Need a full-time Cable TV/Traffic Assistant duties to include input and management of sales contracts. Programming commercial logs daily for cable TV and OCN. Maintaining Multi-Cut Media system as well as coordinating commercial copy. Generation of sales reports and heavy filing required. Qualified candidates must have previous television broadcast or cable TV experience using traffic software-CCMS and/or VCI preferably. Must possess excellent organizational skills and be able to work under deadline pressure with minimal supervision. A college degree is preferred, however experience will be considered. EOE. Please send resumes to: OCN, Attention Human Resources - LA, P.O. Box 11945, Santa Ana, CA 92711. No phone calls please.

**National Sales Manager:** WKCF-TV, WB affiliate in Orlando, FL is looking for a person who knows the difference between selling and servicing, and leading and managing. If you know the difference, and you want to work with a dynamic sales team in a growing station, reply now! Must have a college degree and 3-5 years national rep firm experience. EOE. Submit resume to: Human Resources Manager/NSM, 602 Courtland Street, Suite 200, Orlando, FL 32804. No phone calls or walk ins.

**National Sales Manager:** Clear Channel Television - Memphis (ABC/UPN) has an immediate opening for an experienced National Sales Manager. You need to have 3-5 years of exposure to the "national game." You need to have enough experience to be the NSM of two stations! Call the GSM today @ (901)321-7691 or fax a resume to (901)323-9427. EOE.

**Local Sales Manager - WFSB,** a Post-Newsweek Station, is seeking qualified candidates to motivate and monitor sales account executives. Must have working knowledge of vendor and news business development with minimum three years media sales experience. Send resume to Dave Murray, GSM, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**National Sales Manager.** FOX 66 WSMH, a Sinclair Communications Inc. Station and FOX affiliate, seeks an individual with prior broadcast sales experience. The NSM position requires a high degree of intelligence, the aptitude to organize and motivate rep personnel and the ability to travel as necessary. A college degree is preferred. Salary and fringe benefit package outstanding. Women and minorities are encouraged to apply. Please send resume and cover letter to: GSM, WSMH, G-3463, West Pierson Road, Flint, MI 48504.

**Local Sales Manager-Raycom Media, Inc.,** formerly Ellis Communications, has immediate openings for Local Sales Manager in desirable Southeast Affiliates. Applicants should have previous management experience, a history of success with Qualitative Data, Incremental Revenue, Forecasting and Relationship Building. We are a growth company with a total of 24 stations joining our portfolio by year's end. Put your career on the right track by joining a long-term, growth and employee oriented company. Please send resumes to: VP/Sales, Raycom Media, Inc., 3060 Peachtree Road, Suite 340, Atlanta, GA 30305. Raycom Media is an Equal Opportunity Employer.

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**Local Sales Manager.** Strong midwest ABC affiliate seeking experienced leader to motivate and coach our team. Training and computer skills essential. Must be high energy, strong on organization, and a hands-on people person...no desk jockey. Send letter with salary history and resume to: GSM, WQAD-TV, 3003 Park 16th Street, Moline, Illinois 61262. EOE.

**Local Sales Manager for KMOH-TV** the WB affiliate in Western Arizona. Must be an excellent trainer, motivator and have excellent hiring abilities. Send resume to Dan Robbins, c/o GCTV, 2201 North Vicky Street, Flagstaff, AZ 86004. EEO.

**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.

**KGWN-TV5 a Benedek Broadcasting station,** dominating the Cheyenne, Wyoming market has an immediate opening for General Sales Manager, three (3) years experience in Sales Management required. Send resume only to KGWN-TV5, 2923 East Lincolnway, Cheyenne, Wyoming 82001.

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**General Sales Manager.** KSMO UPN62 is looking for a highly aggressive GSM/LSM to lead the most dynamic sales team in Kansas City. Candidates must have minimum 3 years local and national broadcast experience in sales and management and will possess great communication skills, proficient in managing and pricing inventory, have the ability to hire, train and outdget the sales department. Knowledge of Columbine and Scarborough a plus. Candidates must also demonstrate the ability to think "outside the box" by coming up with creative ideas to generate additional revenue. Excellent benefits. Mail resume and cover letter to Human Resources, KSMO, 10 East Cambridge Circle Drive, Suite 300, Kansas City, Kansas 66103 or fax to (913)621-4703. EEO. M/F.

**Data Services Manager.** NBC O&O is seeking a Data Services Manager to oversee all Broadcast Traffic functions. Requirements include thorough working knowledge of the Enterprise System. Supervisory skills are necessary. Associate Degree required. Send resume to: Director of Finance, WCMH, P.O. Box 4, Columbus, Ohio 43216. Drug testing required. EOE.

**Dame Media** is rapidly approaching the twenty station plateau. We have immediate needs for experienced LSMs in small and medium markets in New York and Pennsylvania. Our focus is to find individuals who can (a) train and motivate a quality sales staff, (b) focus on local direct business and (c) understand the commitment needed to meet and surpass revenue goals. Send resume c/o COO, Dame Media, Inc., PO Box 6477, Harrisburg, PA 17112. EOE.

**Account Executive/Top 50 Market.** Minimum of 3 years broadcast sales experience required. Candidate should have a proven track record with major agency/client negotiations and new business development. Strong presentation skills, proactive and creative approach to marketing a must. Success with vendor programs and marketing promotions a plus. Should have working knowledge of a variety of research tools. Send resume and cover letter to: WYOU-TV22, 415 Lackawanna Avenue, Scranton, PA 18503. EOE.

**Account Executive.** WYZZ-TV 43, a FOX affiliate is seeking a motivated, enthusiastic and quick thinking Account Executive with previous TV, Radio or Agency experience. Ability to provide qualitative research, promotional ideas to clients a must. Salary range in the mid 40's with exceptional benefits that include 401K, Health and Dental. WYZZ-TV is in an exciting rebuild with new owners Sinclair Broadcast Group. Send resume to Larry Halcomb, General Sales Manager, 2714 East Lincoln Street, Bloomington, IL 61704, Fax 309-663-6943. WYZZ-TV is an EOE.

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Thirteen/WNET seeks an individual to repair 1" Betacam SP, D-2 machines, and maintain editing (linear and non-linear) and broadcasting systems. Knowledge of studio equipment with extensive experience in component level troubleshooting a must. Qualified applicants must have an Associate's degree in Electronics or the equivalent, 2+ years of experience in broadcast maintenance, and be PC and MAC computer literate. FCC or SBE certification a plus. For consideration, please send/fax resume and salary requirements to:

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**Video Maintenance Engineer(s).** Major cable network is seeking experienced broadcast Maintenance Supervisors and Maintenance Engineers. Candidates will have a minimum of 3 years hands on electronic maintenance experience on professional broadcast equipment including cameras, video tape machines, microphones, switchers, routing systems and RF equipment down to component level. Must be a self starter and able to work independently as well as part of a team in a high pressure, deadline oriented atmosphere. Salary commensurate with experience. All resumes confidential. Reply to Box 00947 EOE.

**Television Ops/Maintenance Technician:** NewsChannel 6 Engineering has an immediate opening for an Operations/Maintenance Technician. Applicant must have at least two (2) years of broadcast television experience in Master Control operations with experience in PM maintenance and repair of broadcast-related equipment. Applicant would be required to work Master control shifts for two (2) days of their work week and cover as vacation relief. This position offers the opportunity to grow in the field of broadcast engineering maintenance. SBE certification or equivalent electronics background and a good driving record is required. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230 or E-Mail to mdewire@newschannel6.com No phone calls, please. Equal Opportunity Employer.

**Television Engineering Maintenance Technician:** NewsChannel 6 Engineering has an immediate opening for an Engineering Maintenance Technician. Applicant must have at least three (3) years experience in Broadcast operations and maintenance with strong skills in news-related support equipment. Knowledge of Betacam equipment 3/4 and RF is essential with skills in studio equipment and PCs a plus. Primary duties include repair and maintenance of all broadcast-related items and installation of new equipment. Applicant must be willing to perform secondary duty as back up SNG truck operator, must have good driving record and be willing to apply for a commercial drivers license. SBE certification, FCC General Class, or equivalent electronics background required. Please send resume and references to Michael E. DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230 or E-Mail to mdewire@newschannel6.com No phone calls, please. Equal Opportunity Employer.

**Technical Operations Director** for the ABC affiliate in Salt Lake City, Utah. News 4 Utah is looking for a person to oversee news satellite and technical operations. Must be able to operate an SNG truck. Will be responsible for maintenance and technical field operations for the news department. Must be willing to travel. You will need the interpersonal skills to work with a variety of people. Will also be responsible for managing certain portions of the news department budget. You must also come with the ingenuity needed to get video from the most remote areas of the largest geographic market in the country as well as work with people and companies around the world. Knowledge of the editorial side of the news is a plus. If this is you, send your resume and cover letter to: John Edwards, News Director, News 4 Utah, 1760 Fremont Drive, Salt Lake City, Utah 84104.

**Technical Director.** Great opportunity to join an excellent company and TD complex, fast Quantel Stillstore. Full-time, weekdays and weekends. Also responsible for pre-production, post production of promos, assisting director, and directing wx cut-ins. You need working knowledge of GVG 300, plus stillstore and DVE usage. Two years experience in production at broadcast facility required and college degree preferred. Good attitude and ability to handle pressure a must. Rush letter of application, resume, and non-returnable demo reel to: Personnel Dept., KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

**TV Broadcast Maintenance Engineer.** WDAY-TV is looking for an experienced individual with good tape maintenance background. This individual will be responsible for maintenance on MII, 1" and 3/4" tape machines. FCC general class or SBE certification preferred. Must have a good driving record. Send resume to Chief Engineer, WDAY-TV, P.O. Box 2466, Fargo, ND 58108 or fax to (701)241-5217. Forum Communications Company is an Equal Opportunity Employer.

**Software Architect.** Columbine JDS Systems, Inc. (CJDS) is the leading provider of media software and services. With a client base of over 2,000 broadcast and cable stations throughout the world, CJDS provides technical solutions to buyers and sellers of advertising time within the electronic media marketplace. We are the only company offering end-to-end capabilities in the advertising buying/selling process worldwide. The driving force behind our achievements is an outstanding team of employees. We are seeking software architects with broadcast experience to analyze product functionality, provide functional specifications and prepare SQA scripts. Requirements include broadcast experience, and technical knowledge of AS/400, UNIX, SQA and Client Access. Strong communication skills with the ability to travel a must. CJDS offers a competitive compensation and benefits package. For immediate and confidential consideration, please send resume to: Columbine JDS Systems, Inc., 1707 Cole Boulevard, Golden, Colorado 80401, fax to (303)237-0085, or E-Mail to jspeckma@cjds.com Check out our home page at www.cjds.com EOE. M/F/V/H.

**Satellite Uplink Technician.** Conus, Satellite Services is looking for Satellite Uplink Technician to operate portable satellite uplink and video production equipment. Must be willing to travel extensively. Extensive background in satellite communications and video production. Electronics experience helpful. Must be able to pass Conus Uplink Operator certification. Must be able to pass DOT requirements, including DOT medical card. Human Resources, Conus Job #202-96, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal Opportunity Employer.

**Master Control Operator.** Minimum of two years production or master control switching experience preferred. Familiarity with 1", Beta and 3/4" formats. College degree preferred. Must be able to work independently on weekends and overnights. Send resume and cover letter by October 24 to: Human Resources, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Phone calls will result in disqualification.

**KSTW-Seattle's CBS affiliate** is seeking a Maintenance Engineer. Degree in electronics or related field required. 3-5 years recent experience servicing broadcast video tape machines, audio equipment and transmitters required. PC literate a must. Qualified applicants send resume to KSTW Human Resources, "Maintenance Engineer position," PO Box 9328, Seattle, WA 98109-0328.

**Hands-on, experienced television Studio Engineer** to repair of videotape and other studio equipment to component level. Resume, salary to: Jerrell Kautz, CE, WCBI-TV, Box 271, Columbus, MS 39701, Fax 601-329-1004, E-Mail: jkautz@wcbi.com



**KSTW - Seattle's CBS affiliate** is seeking an ENG/SNG Operator Degree in electronics related field required. 3-5 years experience with broadcast television microwave systems, satellite uplink equipment, etc. required. Qualified applicants send resume to KSTW Human Resources, "ENG/SNG position," PO Box 9328, Seattle, WA 98109-0328.

**Immediate opening for a Full-Time Engineer** in Washington, D.C. metro area. Primary responsibilities are operate and maintain Ku-Band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Nelson Crumling, Vice-President, 202-775-4363.

**GulfLink Communications, Inc.** now has openings for two Engineer/Operator positions for Ku- and C-band transportable operations. Position requires a good working knowledge of NTSC video and audio and basic RF transmission skills. The ability to work on your own initiative is imperative. Positions require significant travel. Class B commercial driver's license required. We offer an excellent salary, health and disability insurance, 401K and an exciting work environment. Fax resume to Morris Verlander @ 504-751-8860 or mail to P.O. Box 40344, Baton Rouge, LA 70835. Drug free workplace. EOE.

**Editor/Technical Director.** KDNL-TV an ABC affiliate is looking for a Staff Technical Director who is familiar with GVG 300 for our live newscasts. This person is also responsible for editing promos and commercials. Must be familiar with GVG editors, GVG DPM 700, ADO and Chyron. Studio camera experience is beneficial. Must have 3 years experience. Apply to: KDNL-TV30, Personnel Department, 1215 Cole Street, St. Louis, MO 63106-3897. KDNL is an Equal Opportunity Employer. No phone calls please. Pre-employment drug screening.

**ENG Maintenance Technician:** WGN-TV has an immediate opening for a skilled electronics technician with at least 3 years progressive experience in all facets of television maintenance operations. Applicants must have thorough knowledge of analog and digital electronics and systems used in modern television station. Experience in both electronic and mechanical repairs on cassette and reel to reel video tape machines is needed. Demonstrated ability in reading wiring lists, blue prints and vendor documentation essential. A thorough knowledge of studio and ENG/EPF cameras, edit controllers, terminal, monitoring and communications is needed. AutoCad experience a plus. Candidate must be a self-starter who can work successfully with minimal supervision, meeting deadlines with extremely high quality work. Good interpersonal skills are essential. An FCC general class license and/or SBE certification is desirable. Send or fax resumes to: WGN-TV, Human Resources Department, 2501 Bradley Place, Chicago, IL 60618, Fax: 312-528-1387. No phone calls please. EOE/M/F/V/D.

**Chief Engineer and Maintenance Engineer.** Major TV/Video facility. Clearwater, FL. Fax: 813-536-1864.

**E.I.C./Maintenance Engineer:** Midwest remote production company is seeking client oriented E.I.C./Maintenance Engineer with extensive component digital experience. This is an opportunity to join an engineering team overseeing the design and construction of a component digital remote truck. The candidate must possess the skills to trouble shoot and repair systems at the component level under the rigorous demands of live broadcasting. Site surveying experience for network level remotes is a must. This position requires extensive travel. Minimum five years experience as E.I.C. and/or Maintenance Engineer on large production trucks. Commercial Drivers license a plus. Send resume/salary history to Box 00946 EOE.

**Director/Technical Director:** Aggressive Top 50 market, network affiliate seeks experienced Director/Technical for fast paced, technically challenging news shows. Ideal candidate will be able to work well under pressure and possess the ability to maintain control in a breaking news environment. Candidate should be one who is innovative and can communicate ideas that will better the on-air news product. This position requires an individual with 3-5 years experience as a Director and/or Technical Director. If you are experienced, creative and a team player, send your resume and tape to: Personnel Coordinator, WXII NewsChannel 12, P.O. Box 11847, Winston-Salem, NC 27116.

**CATV/Video Technician.** Responsibilities include the maintenance and some operations of the University's two Cable-TV systems along with maintenance in other video and audio areas of WKU's Educational Television Service including WKYU-TV, Ch-24. Qualifications: Good organizational, communication, and writing skills; the ability to work independently; working inventory of DOS/Windows, IBM compatible PC's; two years of formal training in electronics or equivalent experience in electronics. Experience with Data Networking and the Internet preferred. Applications for this position are available at the Department of Human Resources, Wetherby Administration Building, Room 42, Western Kentucky University, 1 Big Red Way, Bowling Green, KY 42101-3576. Applications must be received by November 5, 1996. Women and minorities encouraged to apply. Western Kentucky University is an Affirmative Action/Equal Opportunity Employer.

**Chief Engineer:** West Texas, CBS Affiliate, seeks individual well versed in news operation support, capital budgets, and all broadcast engineering practices. Hands-on experience with Harris VHF transmitter, microwave and satellite systems, Odetics Virtual Recorder, and Sony studio cameras and 3/4" products. Applicants must have minimum of 3 years experience in all phases of TV maintenance and installation. Degree, digital and computer experience preferred. Send resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**HELP WANTED NEWS**



World Food Programme

## TV JACK-OF-ALL TRADES

The World Food Programme is seeking an unusual individual who combines the talents of researcher, reporter, producer, writer, video camera person and tape editor. The position entails travel to crisis areas and ultimately the creation of first-rate short documentaries for distribution to major broadcast outlets as well as some in-house documentaries on issues important to WFP. The individual in question shall be responsible for all facets of production. This person shall also possess a proven track-record in all the above skills, and at least eight years relevant experience with an internationally-recognized broadcaster, and a working knowledge of English. WFP, as part of the United Nations common system, offers competitive international salaries, benefits and allowances.

Only candidates meeting the essential qualifications will be considered. Qualified female candidates and candidates from developing countries are particularly encouraged to apply. Please send a detailed curriculum vitae indicating nationality and gender or UN Personal History Form in English quoting VA No. **PA-96-25/AD**, by 30 October 1996 to: **World Food Programme, Human Resources Recruitment, Via Cristoforo Colombo, 426, 00145 Rome, Italy. FAX: (06396) 59602348/59602111, E-Mail: Cresswell@WFP.UNICC.org or Zanelli@WFP.UNICC.org. Applications will not be acknowledged unless candidate is short-listed.**

**SENIOR PRODUCER**

Successful syndicated daily news mag looking for a strong number two. Seeking a superior manager with outstanding story planning skills and a keen sense of production and promotion. You will also run the day to day operations of an aggressive newsroom with deep resources. Candidate should have significant managerial experience at a network, in syndication or in a winning news department at a major TV station. All resumes will be kept in strict confidence. Reply to Box 00944.

**NEWS PROMOTION PRODUCER**

**YOU:**  
Create. Affect. Visualize. Understand.  
**WE:**  
Encourage. Trust. Support. Win.  
**Tapes/resumes to:**  
**Chuck Bark, News Director,**  
**WALA-TV, 210 Government Street,**  
**Mobile, AL 36602.**  
**EOE. M/F.**

**Weekend Weather/Weekday Reporter.** State-of-the-art NBC affiliate looking for a team player who can do it all. We're looking for someone who can talk weather and loves to report. This is a very competitive market that demands quality journalism. Two years experience required. Send 3/4" or VHS tape and resume to: Personnel-WW/WR, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

**Weekend Anchor, Reporter (2 positions).** Strong enterprising reporters for aggressive ABC affiliate in 81st market. Minimum 2 years experience. Non-returnable tape to Lee Williams, News Director, WAND-TV, Decatur, IL 62521.

**Weather Anchor.** Group owned, NBC affiliate station seeks candidate driven to deliver regional, viewer friendly and accurate forecasts. Knowledge of Accu Weather System and college degree in Meteorology and/or A.M.S. seal preferred. Ability to edit, lift 50 pounds, and meet daily deadlines required. Applicant must possess a valid driver's license with no DUI convictions. Please submit non-returnable 3/4" or VHS tape/resume to Tonia Ellis-Collard, News Director, KPVI-TV, 902 East Sherman Street, Pocatello, Idaho 83201-0667. No phone calls please! EOE.

**WSMV Nashville-Newscast Producer -** Nashville's top rated news operation seeks Producer. Our producers must be journalists who can write, tease, envision shows and juggle in the booth. 3 years minimum experience. Ready to hire! Send tape, resume, references to Bob Richardson, Executive Producer, 5700 Knob Road, Nashville, TN 37209.

**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. Bias experience preferred. Send resume, cover letter with salary requirements to: Ed Ortelli, Director of Sales, WLFL-TV, 3012 Highwoods Boulevard, Raleigh, N.C. 27604. EOE.

**Traffic Manager:** Southwest affiliate is accepting resumes for the position of traffic manager. All interested candidates must have knowledge of colombine software. In addition, the traffic manager will supervise an assistant and facilities coordinator; is responsible for generating daily traffic logs and will supervise and coordinate all functions of monthly billing. We are looking for a "team player". Reply to Box 00942. EOE.

**Producers.** Top 30 Midwest market expanding. Looking for late and early producers with great writing skills. Send non-returnable VHS tape to Box 00955 EOE.

**Producer:** KJRH-TV in Tulsa seeking Weekend Producer. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**Producer.** Looking for a creative, take-charge producer who would like to work with an award winning, number one station. We are a hard working, competitive bunch who want to stay on top. We produce newscasts that appeal to the particular audience available to watch that individual newscast. If you can help, we would like to hear from you. Please send resume, news philosophy, and tape to Personnel Administrator-60, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

**Photojournalist.** We are a photographer friendly shop looking for the right person to join our award winning, number one station. We need a competitive person who really knows how to tell stories with pictures. If you would like to join our top notch team of photojournalists, please send a resume and tape to Personnel Administrator-59, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

**News Director: KSTW, Seattle's CBS affiliate** is seeking an experienced and enterprising News Director to provide leadership to our growing 11 News team. 3-5 years major market experience, excellent management, interpersonal and motivational skills, and the highest level of integrity are required. If you qualify, please send work history and news philosophy to: Human Resources, KSTW, PO Box 9328, Seattle, WA 98109-0328. No phone calls please.

**News Director - KIVI Television.** Boise/Nampa/Caldwell's ABC affiliate is seeking a hands on, take-charge individual to provide the leadership to create, exciting relevant newscasts and to take the news department to the next level. Strong people skills and teamwork is essential. Must have 3 years experience in Television News (management a plus), and a Bachelor of Arts Degree in any field. Please send resume, tape and other support materials to: Kelly Sugai, KIVI Television, 1866 East Chisholm Drive, Nampa, ID 83687.

**KDLT-TV, Sioux Falls' NBC affiliate,** is seeking an Anchor/Reporter for 5 p.m. and 10 p.m. news broadcast to compliment female anchor. Please send non-returnable tapes to Terry Keegan, News Director, KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57116. EOE.

**News Director.** Strong affiliate in sunbelt market (top 50) seeking an experienced professional with 3 or more years experience. Our evolving news operation must move to the next level. A strong news vision accompanied with good people, organizational and disciplinarian skills are an absolute must! Great company, excellent benefits. Send resume to Station Manager, Box 00943 EOE.

**News Anchors:** If you have the qualities to lead a future Texas powerhouse, jump in now on the ground floor of an aggressive rebuilding process. Billboards and promotional campaign just waiting to catapult the right journalist to local stardom. National award winning news director knows how to do it right. Bilingualism (English/Spanish) and knowledge of the southwest helpful. Send tape/resume to: Luis Patino, News Director, KDBC-TV, P.O. Box 1799, El Paso, Texas 79999 or fax (915) 544-5526. EEO Employer.

**Morning/Noon Co-Ancor:** Co-Ancor needed for two-hour morning show. You'll also co-anchor Noon and do some listed reporting. Must be a strong communicator and team player. Send videotape, resume, and references to Rick A. Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808.

**Meteorologist. Wanted:** Top notch forecaster who can put together a weather broadcast that keeps the viewers interested. We have all the bells and whistles--brand new doppler radar, storm tracker, and street level mapping. Our high tech environment is unparalleled. Believe me, when you see it, you'll want to work here. We take weather seriously in Omaha so excellent credentials and AMS seal are required. This is a full time position, number two in a three person office. You'll be doing weekends and 11:30 a.m. weather. KETV is a Pulitzer Broadcasting Station. We believe in promoting from within. The last person to hold this job is going to a larger station in the company. Send resume and non returnable tape to: Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

**Investigative Reporter:** KJRH-TV in Tulsa seeking energetic Reporter with strong writing and presentation skills. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**Editor:** KJRH-TV in Tulsa seeking experienced Video Editor. Send resume to: KJRH-TV, Lori Doudican, 3701 South Peoria, Tulsa, OK 74105. EOE.

**Director/Technical Director.** Regional 24-hour cable news channel seeks Director/Technical Director. Minimum one year experience directing newscasts required. Send resume and salary history to Box 00949 EOE. M/F.

**News Photographer/Editor:** CBS affiliate. College degree, drivers license required. Minimum one year experience preferred. Anchorage is a great news town and Alaska's scenery is tops. Send resume, non-returnable 3/4" tape to: K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503 or fax (907) 561-4688. No phone calls please. Closing date 10/13/96. EOE



**Director/Producer.** Midwest medium market affiliate seeking a creative, dynamic director for fast-paced newscasts and other productions. We are the dominant station in a great market with all the toys and we seek someone with a winning attitude to join our production team. The successful candidate must have a minimum of 3 years directing full-time in a news environment, preferably with a technical director. If you are a news junkie with outstanding leadership skills, please send resume including salary requirements, along with a non-returnable tape with Que Track to Box 00956 EOE.

**Channel 6 For the Heartland is seeking a Producer.** This is not an entry level position. Prefer 3 to 4 years experience in television news with extensive experience as a line producer. Successful candidate will produce Number 1 Early Evening Newscast. Must demonstrate solid news judgement. Must be creative writer, possess clear verbal and written communication skills, as well as the ability to edit and proofread. Must have solid working knowledge of modern newscast production, including use of graphics, satellite and ENG technology and program pacing. Must have good people skills and leadership skills to work with reporters, photographers and appropriate liaison people from other departments in the station. Experience on newsroom computer system will be beneficial. Keyboard skills essential. Prefer a bachelor's degree in journalism with an emphasis in broadcast news. No phone calls. WOWT is a drug-free company and requires pre-employment drug testing. Send resume to WOWT/Human Resources - PR, 3501 Farnam Street, Omaha, NE 68131-3356 or Fax: 402-233-7885 or E-Mail: gailw@wowt.com EOE.

**Associate Producer.** Immediate full-time opening. Strong writing and communication skills, knowledge of visuals, ability to react to breaking news and dispatch crews. College degree preferred and previous line producing experience helpful. Will run assignment desk at night. Must be willing to work flexible shifts. Send resume, non-returnable VHS or Beta tape and cover letter, noting desired position and where learned of job by October 17 to: Human Resources, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Phone calls will result in disqualification.

**Assistant News Director: WUFT-TV, University of Florida.** Supervise student reporters, photographers, producers and editors in three daily newscasts. Work on special projects may also be required. Effective prior work experience with students and professional staff preferred. Minimum qualifications: bachelor's degree in journalism or closely related field and two years related experience in TV news, plus up-to-date knowledge in computer/news technology. Excellent benefits. Salary \$22,100-\$25,000. Send cover letter and resume by October 24, 1996 to Greg Marwede, University Personnel Services, P.O. Box 115002, Gainesville, FL 32611-5002. Reference Coordinator, Broadcasting LP#95932G. Women and minorities encouraged to apply. If there is a need for an accommodation to apply for this position, call (352)392-4621 or TDD (352)392-7734. AA/EA/EEO.

**Anchor.** Medium market Florida station seeks Weekend Anchor/Reporter. Three years television experience required, college degree preferred. We are an Equal Opportunity Employer. Reply to Box 00950 EOE.

**10PM Producer.** WGBA NBC 26 News is looking for a top notch Producer to create newscasts with pace and style. Great writing and leadership abilities are essential to complement our state-of-the-art facilities and professional, team-oriented staff. If you can offer all of this plus two years or more of experience, send 3/4" or VHS tape and resume to: Personnel-10P, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

**#1 News operation in top 50 market is looking for experienced, top notch team players.** Executive Producer, Reporters and Photographer/Editors wanted for major expansion. Dominant market leader with satellite truck, helicopter and six remote news bureaus. Resume, cover letter and non-returnable tape: News Openings, KOAT-TV, 3801 Carlisle Blvd, NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

**HELP WANTED PROMOTION**

**Promotion Producer.** Top 50 CBS affiliate seeking Promotion Producer. Must be creative, productive person with writing, producing and Beta editing skills as well as ability to oversee computer editing/post production sessions. Knowledge of image and heavy topical promotion desired. Must have at least 3 years experience producing promotion in commercial broadcast station doing competitive local news. Please send tape and resume to Jay Wilkinson, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

**Promotion Producer.** Want to be a part of a WB affiliate team with "attitude" in the 34th market? If you are wildly creative with 1 year experience writing, producing and editing entertainment and image, this job is for you. Beta editing skills a must. Off line editing skills a plus. Send non-returnable resume tape and salary expectations ASAP to: CSD Manager, P.O. Box 4, Columbus, Ohio 43216. No phone calls. EOE.

**Promotion Manager:** KDBC-TV, an Imes Communications Company, is searching for aggressive promotion manager. This individual must be creative, organized, strategic and "think outside of the box". If you are interested in joining a dynamic team that is rebuilding a CBS affiliate, and you are really good at what you do, send your resume to: John Bennett, V.P./General Manager, P.O. Box 1799, El Paso, TX 79999 or fax (915)532-9686. EEO Employer.

**Promotion Director: WTAT FOX 24,** Sullivan Broadcasting Station in Charleston, SC is seeking professional with hands-on production and organizational skills, knowledge of radio, print and co-op's as well as experience in news promotion. Previous FOX experience is a plus. Send resumes to: P.J. Ryal, VP/GM, WTAT-FOX 24, 4301 Arco Lane, Charleston, SC 29418. No calls please. EOE.

**On-Air Promotion Producer:** Dynamic and highly successful company is growing rapidly and in need of an on-air promotion producer. This is your chance to join a highly ambitious and motivated promotion department. You'll be able to play with cool toys like an Avid 8000. In order to play in our sandbox you must be able to meet deadlines, work effectively under pressure, be a team player, and have one year producing experience. College degree preferred. Send tape and resume to: Ramar Communications, Inc., Attn: April Ferrino, Promotion Manager, 9800 University, Lubbock, Texas 79423. EOE.

**HELP WANTED RESEARCH**

**Research Director:** A top fifty market major broadcast group has an immediate opening for a Research Director. This operation consists of two powerful stations (one is an LMA). We require thorough understanding of ratings, Scarborough, Tapscan. Reply to Box 00948 EOE.

**HELP WANTED PRODUCTION**

**AS DESIGN DIRECTOR FOR CINETEL STUDIOS AN AMAZING--GROWING POST-PRODUCTION FACILITY!!!**

*Be a part of this knockout team if you truly have sophisticated on-air and design and branding experience.*

Work closely with super-talented marketing and promotion executives to create **station ids, promos, and graphic packages.** Collaborate with a great group of producers and editors with top-notch standards and genuine good vibes. Must be capable of developing concepts and following them through entire production process. Familiarity needed with **Quantel, Hal, SGI, and Mac.** Cinetel has an interesting cross-section of clients including **Home & Garden - HGTV, A&E, Discovery and The History Channel.**

**Fax your resume to Hands-On Broadcast 212-604-9036 and send 1/2" reel to 124 West 24th Street, New York, NY 10011.**

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

**Send resume/tape to:**

**Broadcasting & Cable**

**Box \_\_\_\_\_,**

**245 West 17th St.,**

**New York, New York 10011**



**South Florida's News Leader is looking for the following:**

**PROMOTION PRODUCER:** A creative dynamo to produce breakthrough news image/series promotion. Must be an effective communicator with superior skills in conceptualizing and writing. 3 to 5 years broadcast promotion experience a must.

**GRAPHIC DESIGNER:** An innovative and energetic person to take South Florida's News Leader to the next level. Requires 3 to 5 years design experience and BA, BFA or Design School degree. Must have working knowledge of video production, compositing and animation. Print experience is important. Requires work experience on Quantel Paintbox Express and Power Mac.

Rush resume and non-returnable reel to:

**Jim Ladas**  
**Creative Services Director**  
**WSVN-TV**  
**1401 79th Street Causeway**  
**Miami, FL 33141.**  
**EOE. No phone calls please.**

**Wanted** - Experienced shooters/editors with strong beta cam skills and video toaster experience. Send tape and resume to: The Firm, P.O. Box 309, Citra, FL 32113.

**WRCB-TV has an opening for a Producer/Director.** This person will be responsible for directing high quality error-free newscasts. One year experience directing preferred. Submit resume and tape to Tom Tolar, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 no later than October 18, 1996. Tapes will not be returned. EOE.

**Videotape Editor.** The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled Videotape Editor. The successful candidate will possess the following qualifications: experience with InFiNiTi!, Grass Valley 200 and D-2 equipment and experience as a videotape editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800)888-7894 to request an application. Forward a resume tape with your completed application.

**Studio Camera Person/Stage Manager.** Major market TV station seeking a Studio Camera Person/Stage Manager with a minimum of 3 years experience with a major market station as a studio camera person. Resume and cover letter (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Shooter/Editor.** D.C. production company ISO 3+ years experience with daily Betacam production. Send demo, resume and salary requirements to MVS, 1620 Eye Street, NW, Washington, DC 20006.

**Production Manager.** Supervise news and commercial production units. Hands-on job that includes helping produce/direct special projects, fill-in news directing, show remotes. College degree preferred. Five years of news production experience, including directing. Basic understanding of commercial production. Send resume to: WAFF-TV, PO Box 2116, Huntsville, AL 35804, Attn: Human Resources. Absolutely no phone calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

**Producer/Editor.** Top 25 Midwest market seeking Promotion Producer/Editor. Duties include off-line editing, scripting and shooting. Emphasis in News Promotion. Knowledge of CMS editing helpful. Send on-returnable 3/4" or VHS tape to Box 00954 EOE.

**Director/Editor needed for Production Department** at UPN affiliate. Work with producers and clients in studio and remote sessions and operate cameras/audio board, prepare lighting as needed. Experience with Sony editor, production switcher. Resume and tape to Production Manager, UPN 20/WDCA, P.O. Box 39113, Washington, DC 20016. Equal Opportunity Employer.

**Director of Special Programming.** The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a seasoned development officer to direct its Broadcast Fundraising Division. The successful candidate will possess the following qualifications: Experience in development, television fundraising and/or marketing; experience in television production and post production; and excellent communication skills. Ability to lead and manage a creative team a must. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800)888-7894 to request an application.

**Design Director:** 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 and resume to Don Graham, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Christian Television Network** with 6 studio facilities is seeking a qualified Production Manager. Experience in directing live, multi-camera productions, lighting, editing and managing others a must. The Network is seeking individuals who are creative, goal oriented, quality minded, motivated, and have a desire to effectively communicate the Gospel. If you meet our criteria and share our vision and purpose, send your resume to: Tri-State Christian TV - Employment, P.O. Box 1010, Marion, IL 62959. An Equal Opportunity Employer

**HELP WANTED PROGRAMMING**

**Director - WFSB,** a Post-Newsweek Station, is seeking qualified candidates for a Director to coordinate with news producers and direct daily newscasts. An understanding of television news production techniques and state of the art equipment is necessary. Minimum two years prior television newscast directing or assistant directing required. Send resume to Don Graham, Creative Services Manager, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**SITUATIONS WANTED TECHNICAL**

**Operations Supervisor** looking for a new challenge. A position to grow with. Experience includes Master Control, newscasts, live remote productions, 9 years of mobile uplinking, FTM many multi camera productions. Detail oriented. Call 612-681-1473.

**PROGRAMMING SERVICES**



**National Weather Network**

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, indy stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist and great graphics. Sell these inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe' at NWN 601-352-6673 and start today.

**TV RESUME TAPES**

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

**VIDEO SERVICES**

**Great Britain. Trained in America; working in London.** For all your video production needs in the U.K. Sam Green TV. 44-171-722-0998.

**In Washington, D.C.** Friendly and professional ENG and EFP crews. SP Betacam packages, Avid Editing and rentals. Montage Production Ltd. 202-393-3767.

**CABLE**

**HELP WANTED MANAGEMENT**

**Senior Vice-President Affiliate Relations,** with extensive experience dealing with industry's top MSOs, for channel launching in 1997. Must be able to design strategy to gain carriage, to negotiate affiliate relations agreements and to recruit and supervise staff headquarters and field staff. Salary commensurate with experience. Submit resume and salary requirements to Box 00951.



HELP WANTED NEWS

**ASSIGNMENT EDITOR**

National cable network seeks assignment editor. Responsibilities include: booking crews and all aspects of transmission including satellites, chasing news stories and footage, monitoring newswires and newsfeeds, coordinating live remotes and field personnel. Must be okay working at rapid pace. Assignment desk experience required.

Send resume & salary requirements to:

**COURT TV**  
600 3rd Avenue,  
NYC 10016  
Attn: Human Resources-TE



**Wanted: Killer Producer.** Creative, energetic leader to develop and produce two weekly entertainment news shows for national cable launch in January. You're the one if you can handle live news or magazine format, have experience with on-set guests, live viewer calls and audiences. We need someone who has both creative talent and leadership skills. If this is you, send cover letter and resume to Box 00952. EOE.

**Coordinating Producer:** America's Health Network, based in sunny Orlando Florida, seeks skilled television producer who is ready for leadership role as responsible coordinator of content of eight daily, two hour inter-active *Ask the Doctor* programs on the only cable network dedicated to consumer health. The Coordinating Producer will provide creative input and support for producers of these programs, oversee internal flow of news information, and daily topic choices, and work with board certified physician/hosts in the presentation of these programs. Degree and three to five years live news producing experience required. Background in medical news and feature reporting a plus. Fax resume with salary history to America's Health Network at 407-224-6858. Drug Free Workplace. EOE.

**Bureau Chief.** We need a seasoned Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush your tape and resume to: Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

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

HELP WANTED PROGRAMMING

**PROGRAM COORDINATOR**  
**JERSEY CITY LOCATION**

USA

USA Networks, home of the USA Network and Sci-Fi Channel, is seeking a Program Coordinator with proven credentials to assume major responsibility for ensuring overall quality programming and maintaining on air continuity for our cable network.

This position involves directing technicians, overseeing all control room operations, including playback of taped programs, commercial insertion, integration of live events and voice-over carts, verifying and documenting daily program elements i.e. commercials, promos, etc., as well as quality control screening to ensure that programming meets broadcast standards and practices.

Requirements: a detail and technically oriented team player who can also exercise good independent judgement, interface comfortably with associates, learn quickly and perform well even under stress. Must be willing and able to work weekend, overtime and late shifts as needed.

We offer an excellent salary and benefits package in addition to a stimulating results-oriented environment. For confidential consideration, please forward your resume with salary history/requirement(only resumes with salary requirements will be considered) to:

**USA NETWORKS**

Human Resources Department PC  
1230 Ave. of the Americas, New York, NY 10020  
FAX: (212) 262-5343

We are an Equal Opportunity Employer.

HELP WANTED LEGAL

**ATTORNEY**

Prominent national cable TV network, headquartered in New York, seeks an Attorney with proven credentials to join its Business Affairs Department.

The qualified candidate must possess at least 7 years experience in the entertainment industry (TV preferred), strong writing/negotiating skills and the ability to handle an extensive/diversified workload including interaction with cable operators.

Please send resume with earnings history and requirements to:

**P.O. Box AG 84 , 71 5th Ave., 5th floor, NY, NY 10003**

Equal Opportunity Employer

HELP WANTED PRODUCTION

P R E M I U M

*Career Hook-Up*

**Production Supervisor**  
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The School of Journalism of the Annenberg School for Communication at the University of Southern California invites applications for two tenure-track positions. The School is seeking faculty who can contribute to one or more of the following areas: new technology - electronic publishing, computer-assisted reporting, on-line information sourcing - and public relations, broadcasting and magazine production. The School is also developing new programs that include a double major with the Spanish Department and a Master's degree in arts reporting. Candidates are asked to describe their experience and their particular interests and areas of competence. Faculty rank and salary will depend on the successful candidate's background. Applications will be reviewed starting December 1, 1996, for the 1997-98 academic year. The School offers a Bachelor's degree in print journalism, broadcast journalism and public relations, and a Master's degree in print and broadcast journalism. Three hundred and sixty students are enrolled in the undergraduate sequences and 60 in the Master's program. The Journalism faculty includes research scholars and writers and broadcasters, with an emphasis on professional experience. The faculty consists of 12 full-time members and another 24 part-time professionals recruited from the major Southern California media. The Annenberg School participates with the USC Schools of Engineering and Cinema-Television in the Annenberg Center for Communication. The University is an AA/EEO employer. Please send a letter outlining your interests, along with a curriculum vitae and a sample of publications or other creative work, plus the names of three references, to this address: Professor Murray Fromson, Director, School of Journalism, Annenberg School for Communication, University of Southern California, Los Angeles, CA 90089-0281.

**Syracuse University's Newhouse School** is looking for a Broadcast Reporter/Producer/Anchor with a minimum of 10-15 years pro experience looking to transition to campus life as a one-semester professor of Broadcast Journalism. Full teaching load available for Spring '97 semester and possible summer sessions. Reply to: Don Edwards, Chair, Broadcast Journalism, Syracuse University, 215 University Place, Syracuse, NY 13244-2100. EOE.

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STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Required by 39 U.S.C. 3685)

1. A. Title of publication: Broadcasting & Cable.
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11. Know bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: None.

15. Extent and nature of circulation:

	Avg. no. copies each issue during preceding 12 Months	Actual no. copies of single issue published nearest to filing date
A. Total no. copies (Net Press Run)	41,445	43,489
B. Paid circulation		
1. Sales through dealers and carriers, vendors and counter sales	10,549	12,575
2. Mail subscription (paid and/or requested)	26,232	27,483
C. Total paid circulation (Sum of 15B1 and 15B2)	36,781	40,058
D. Free distribution by mail, carrier or other means. Samples, complimentary, and other free copies	496	413
E. Free distribution outside the mall (carriers or other means)	584	394
F. Total free distribution (sum of 15C and 15E)	1,080	807
G. Total distribution (sum of 15C and 15F)	37,861	40,865
H. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	2,840	1,664
2. Return from news agents	744	960
I. Total (Sum of 15G, 15H1, and 15H2 should equal net press run shown in A)	41,445	43,489
Percent paid and/or requested circulation (15C/15G x 100)	97%	98%

16. This statement of ownership will be printed in the October 7th 1996 issue of this publication.

17. I certify that the statements made by me above are correct and complete.  
Peggy Conlon, Publisher

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Mountain Grove, Mo.** (BTC-960606EB and BTCH-960606EC)—Communications Works for KELE(AM) 1360 khz and KCMG-FM 106.5 mhz: voluntary transfer of control from Melvin Pulley to Soda F. Popp. *June 6*

**Del Rio, Tex.** (BAPCT-960509IB)—Republic Broadcasting Co. for KTRG(TV) ch. 10: voluntary assignment of construction permit to Commonwealth Broadcasting Group. *Sept. 16*

### Granted

**Durant, Miss.** (BPH-950927MB)—Boswell Broadcasting Co. for FM at 101.1 mhz, ERP 4.8 kw, ant. 112.5 m. *Sept. 27*

**Eldon, Mo.** (BTCH-960820GW)—Capital Media Inc. for KLOZ(FM) 92.7 mhz: involuntary transfer of control from Dennis McDaniel, trustee of the Dennis McDaniel trust, to Larry LeGrand, executor of Dennis Peat Marwick M. McDaniel trust. *Sept. 18*

**Marshfield, Mo.** (BPED-950627MF)—New Life Evangelistic Center Inc. for FM at 91.9 mhz, ERP 3 kw, ant. 64 m. *June 27*

**Appleton, Wis.** (BTCCT-960905IA)—Ace TV Inc. for WACY(TV) ch. 32: involuntary transfer of control of licensee corp. from Carl J. Martin to estate of Carl J. Martin. *Sept. 19*

### Accepted for filing

**Torrington, Conn.** (BAL-960913EG)—Consumer Service Radio Inc. for WSWG(AM) 610

khz: involuntary AOL to John J. O'Neil, trustee in bankruptcy. *Sept. 13*

## NEW STATIONS

### Permit canceled (call letters deleted)

**Eagle, Idaho** (BP-861229AH)—Radio Representatives Inc. for KIDH(AM) 1000 khz, ERP 10 kw, TL near Corner State and Park St. *Sept. 17*

### Dismissed

**Ennis, Mont.** (BPH-950413MK)—Lee O. Axdahl for FM at 98.7 mhz, ERP 50 kw, ant. 150 m. *Sept. 19*

**Balsam Lake, Wis.** (BPH-950206MT)—Michael R. Walton Jr. for FM at 104.9 mhz, ERP 25 kw, ant. 100 m. *Sept. 19*

**Balsam Lake, Wis.** (BPH-950206MY)—Yvonne Baum-Olson for FM at 104.9 mhz, ERP 25 kw, ant. 100 m. *Sept. 19*

**Balsam Lake, Wis.** (BPH-950203MN)—Lightwood Broadcasting Co. for FM at 104.9 mhz, ERP 25 kw, ant. 100 m. *Sept. 19*

### Returned

**Eureka, Calif.** (BPED-960430MA)—Stockton Christian Life College Inc. for FM at 89.7 mhz. *Sept. 24*

**Madisonville, Ky.** (BPED-960619MD)—Life Anew Ministries Inc. for FM at 90.9 mhz. *Sept. 17*

### Granted

**Prescott, Ariz.** (BPED-950103MI)—Northern Arizona University for FM at 89.3 mhz, ERP .100 kw, ant. 483 m., Mt. Francis, SW of Prescott. *Sept. 16*

**Leroy Township, Mich.** (BPED-951103-MB)—Superior Communications for FM at 88.1 mhz, ERP 2.5 kw, ant. 100 m. *Sept. 20*

**Crenshaw, Miss.** (BPH-950811MB)—John Pelham Ingram for FM at 106.9 mhz, ERP 6 kw, ant. 100 m. *Sept. 19*

**Ennis, Mont.** (BPH-950417ML)—Frank K. Spain for FM at 98.7 mhz, ERP 50 kw, ant.

61.75 m. *Sept. 19*

**Clarendon, Tex.** (BPH-950901MG)—Roho Broadcasting Co. for FM at 99.3 mhz, ERP 50 kw, ant. 96 m. *Sept. 17*

**Balsam Lake, Wis.** (BPH-950202MA)—Thomas F. Beschta for FM at 104.9 mhz, ERP 13.5 kw, ant. 100 m. *Sept. 19*

### Filed/Accepted for filing

**Anchorage** (BPET-960916KE)—Alaska Broadcast Television Inc. (Jerry Prevo, president/14% owner, P.O. Box 210830, Anchorage, AK 99521) for TV on ch. 9, ERP 316 kw, ant. 212 m., atop existing KATB(FM) tower, 3.3 km NE to Seward Hwy as it crosses Potter Creek near Anchorage. *Sept. 16*

**Fayetteville, Ark.** (BPED-960903MA)—Board of Trustees of the University of Arkansas (B. Alan Sugg, president, 1123 South University Ave., Ste. 601, Little Rock, AR 72204) for FM at 90.1 mhz, ERP .55 kw, ant. 80 m., Humphreys Hall, on Univ. of Arkansas campus. The university owns KUAF (FM) Fayetteville, KLRE-FM and KUAR(FM) Little Rock and KUAF(FM) and KOTN(AM) Pine Bluff, all Ark. *Sept. 3*

**Glenwood, Colo.** (BPED-960906MA)—Public Broadcasting of Colorado Inc. (Max Wycisk, president, 2249 S. Josephine St., Denver, CO 80210) for FM at 88.9 mhz, ERP 2 kw, ant. 793 m., 14.4 km SSW Glenwood Springs, Sunlight Peak communications site. Applicant owns KCFR(FM) Denver, KCFP(FM) Pueblo, KPFE(FM) Vail and KPRN(FM) Grand Junction, and has applied for FM in Grand Junction, all Colo. *Sept. 6*

**Charleston, Ill.** (BPED-960909MA)—Illinois Bible Institute (Paul R. Martin, president, P.O. Box 140, Carlinville, IL 62626) for FM at 88.1 mhz, ERP 3 kw, ant. 54 m., 1912 20th St. The institute owns WIBI-FM Carlinville, WBGL-FM Champaign, WNLD-FM Decatur, WRVY-FM Henry, WCIC-FM Pekin and WSCF-FM Springfield, all Ill., and WCRT-FM Terre Haute, Ind.; has CP for FM in Carlinville, and has applied for FMs in Bloomington, Mt. Vernon and Pittsfield, all Ill. *Sept. 9*

**Quincy, Ill.** (BPED-960911MA)—Quincy University Corp. (Harry Speckman, executive vice president, 1800 College Ave., Quincy, IL 62301) for noncommercial educational FM at 91.1 mhz, ERP .150 kw, ant. 55.7 m., Francis Hall, Quincy Univ. *Sept. 11*

**Carroll, Iowa** (BPET-960912KE)—Family Educational Broadcasting Inc. (Douglas Sehdahl, director, 109 Oak, Huxley, IA 50124) for noncommercial educational TV on ch. 18, ERP 41 kw visual, ant. 84 m. Family has applied for TVs in Des Moines and Ames, Iowa, and Senatobia, Miss. Sehdahl has 40% interest in CP for FM in Madrid and 50% interest in application for TV in Newton, Iowa. *July 15*

**El Dorado, Kan.** (BPED-960911MB)—Butler Community College (John C. Grange, chairman, 901 S. Haverhill Rd., El Dorado, KS 67042) for noncommercial educational FM at 88.1 mhz, ERP .398 kw, ant. 28 m., campus of Butler County Community Col-

## 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



lege, 901 S. Haverhill Rd. *Sept. 11*

**Rogers Heights, Mich.** (BPED-960829-MA)—Great Lakes Broadcast Academy Inc. (James J. McCluskey, director, P.O. Box 334, Stanwood, MI 49346) for noncommercial educational FM at 91.7 mhz, ERP .35 kw, ant. -4 m., old US 131, 6 mi. S of Big Rapids, Mich. *Aug. 29*

**Concordia, Mo.** (BPED-960910MC)—Full Smile Inc. (Jim McCollum, president/20% owner, 712 Chaucer Ln., Warrensburg, MO 64093) for FM at 88.1 mhz, ERP 1 kw, ant. 65 m., SW of intersection of rds. E and 23. McCollum owns 20% of KAYQ(FM) Warsaw, KBUZ(FM) Osceola and KOSY(AM) La Monte, and 5% of KOKO(AM) Warrensburg, all Mo., and KLMX(AM) Clayton, N.M., and has 20% interest in application for FM in LaMonte, Mo. *Sept. 10*

**St. Joseph, Mo.** (BPED-960910MB)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for noncommercial educational FM at 91.9 mhz, ERP .750 kw, ant. 90 m., on Pickett 2 mi. to the E and S of St. Joseph. 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 FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Corinth, 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.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Gatesville, Huntsville Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Sept. 10*

**Great Falls, Mont.** (BPH-960826MX)—Carl Corno Tuteria (357 Ocean Shore Blvd., Ormond Beach, FL 32176) for FM at 107.3 mhz, ERP 100 kw, ant. 300 m., Taft Hill, 5 km SSW of Vaughn, Mont. Tuteria has 20% interest in application for FM in Indian River Shores, Fla. *Aug. 26*

**Mesquite, Nev.** (BPH-960826MV)—Doris S. Lee (Holiday Inn, 3301 Mesa Blvd., Mesquite, NV 89024) for FM at 97.5 mhz, ERP 100 kw, ant. -53 m., 1.5 km from Mesquite reference point. *Aug. 26*

**Mesquite, Nev.** (BPH-960826MW)—Compass Communications Co. (Gerald R. Proctor, president/50% owner, 980 FM 1746, Woodville, TX 75979) for FM at 97.5 mhz, ERP 100 kw, ant. 299 m., 20 km W of Mesquite. Compass owns KRBO(FM) Las Vegas. Proctor owns KVCT(TV) Victoria, Tex. *Aug. 26*

**Las Vegas, N.M.** (BPH-960829MH)—BK Radio (Bryan King, 50% owner, 1809 Lightsey Rd., Austin, TX 78704) for FM at 96.7 mhz, ERP 3.87 kw, ant. 124 m., 2.45 km from intersection of Hwy 65 and Mills Ave.

BK has applied for FMs in Mason, Gregory and Winona, all Tex., and is building KAHX(FM) Ingleside, Tex. *Aug. 29*

**Las Vegas, N.M.** (BPH-960829MG)—Meadows Media LLC (William R. Sims, president, P.O. Box 1484, Las Vegas, NM 87701) for FM at 96.7 mhz, ERP 3.81 kw, ant. 123 m., 1.2 km SSE of Maximiliano Luna Tech Vocational School. *Aug. 29*

**Tulsa, Okla.** (BPET-960917KE)—Global Education Development Inc. (George D. Sebastian, president, 1546 Catron SE, Albuquerque, NM 87123) for noncommercial educational TV on ch. 63, ERP 721 kw visual, ant. 115.5 m., 5 mi. N of junction of SH 97 and Second St., on W side of rd. Global Education has applied for noncommercial TVs on ch. 43, Coolidge, Ariz.; ch. 20, Durango, Colo.; ch. 43, Des Moines, and ch. 34, Ames, Iowa; ch. 34, Senatobia, Miss.; ch. 9, Santa Fe, N.M., and ch. 18, Ogden, Utah. Sebastian has 50% interest in application for TV on ch. 39, Newton, Iowa. *July 22*

**Pastillo, P.R.** (BPED-960903MB)—Gamma Community Services Corp. (Gamalier Bermudez, president/33 1/3% owner, P.O. Box 8072, Ponce, PR 00732) for FM at 90.1 mhz, ERP .2 kw, ant. -37 m., 1.2 km W of Insular Rte. 535 and I, near Pastillo. *Sept. 3*

**Forest Acres, S.C.** (BPED-960912MA)—Augusta Radio Fellowship Institute Inc. (Clarence T. Barinowski, president, 3213 Huxley Dr., Augusta, GA 30909) for noncommercial educational FM at 94.3 mhz, ERP 6 kw, ant. 100 m., 6011 Shakespeare Rd., Columbia, S.C. Augusta owns WLPE(FM) Augusta, WLPT(FM) Jesup, WGPB(FM) Vidalia and WPWB(FM) Byron, all Ga., and WGPB(FM) Florence, S.C. Barinowski owns WLPF(FM) Ocilla, Ga. *Sept. 12*

**Forest Acres, S.C.** (BPH-960910MA)—Radio South Carolina Inc. (William McEvee, president, P.O. Box 5106, Columbia, SC 29250) for FM at 94.3 mhz, ERP 6 kw, ant. 86 m., 3720 Main St., Columbia, S.C. Bloomington Broadcasting Corp., owner of applicant, owns WTBC(FM) Orangeburg and WOMG(FM)-WISW(AM) Columbia, S.C.; WJBC (AM)-WBNQ(AM) Bloomington and WBWN(FM) LeRoy, Ill.; WGOW(AM)-WSKZ(FM) Chattanooga, WOGT(FM) East Ridge, WJCV(AM) and WQUT(FM) Johnson City, and WKIN(AM) and WKOS(FM) Kingsport, all Tenn., and WKLO (FM) Holland and WLAV-FM and WBBL(AM) Grand Rapids, Mich. *Sept. 10*

**Forest Acres, S.C.** (BPED-960912MB)—Cornerstone Community Radio (Richard Van Zandt, president, 15 Walnut Hills Rd., Springfield, IL 62707) for noncommercial educational FM at 94.3 mhz, ERP 3 kw, ant. 100 m., Cushman Rd., 1/4 mi. W of Hwy. Cornerstone owns WWGN(FM) Ottawa and WJGM(FM) Springfield and has CPs for WGNJ (FM) St. Joseph, all Ill., and WJLH(FM) Flagler Beach, Fla. *Sept. 12*

**Gatesville, Tex.** (BPED-960909MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, MS 38803) for FM at 89.9 mhz, ERP 11 kw, ant. 137 m., Rte. 1 Box 90, Hwy 236, Moody, Tex. 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 FMs in Ozark, Ala.; St. Martinville, La.; Hattiesburg, Miss., and Clovis, N.M., and has applied for noncommercial FMs in Selma, Ala.; Bentonville, Des Arc, El Dorado, Fayetteville and Forrest City, all Ark.; Americus, Dublin and Waycross, all Ga.; Flora, Kankakee, Kewanee and Pana, all Ill.; Manhattan, Salina and Independence, all Kan.; Mount Sterling, Ky.; Westdale, La.; Muskegon, Mich.; Corinth, Duck Hill, Laurel, McComb and Natchez, all Miss.; Kennett and St. Joseph, Mo.; Hubbard, Neb.; Ahoskie and Fayetteville, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Durant, Stillwater and Weatherford, all Okla.; Reedsport, Ore.; Dillon, S.C.; Clarksville, Hohenwald, Lake City and Shelbyville, all Tenn.; Del Rio, Huntsville, Nacogdoches, Victoria and Odessa, all Tex.; Charles City, Va., and Gillette, Wyo., and is selling an FM in Mount Morris, Ill. *Aug. 30*

**Lufkin, Tex.** (BPED-960830MF)—Houston Christian Broadcasters Inc. (Bruce Munsterman, president, 2424 South Blvd., Houston, TX 77098) for FM at 88.1 mhz, ERP 21.8 kw, ant. 107 m., W of N. First St., 3 km N of downtown Lufkin. HCBI owns KHCB-AM Galveston and KHCB-FM Houston, and has applied for FM in Madisonville, all Tex. *Aug. 30*

**Madisonville, Tex.** (BPED-960830ME)—Houston Christian Broadcasters Inc. (Bruce Munsterman, president, 2424 South Blvd., Houston, TX 77098) for FM at 91.5 mhz, ERP 60 kw, ant. 98 m., in Leon Co., between I-45 and US-75, 2.1 km N of Leon/Madison Co. line, 5.1 km NW of Leona, Tex. HCBI owns KHCB-AM Galveston and KHCB-FM Houston, and has applied for FM in Lufkin, all Tex. *Aug. 30*

**Pullman, Wash.** (BPH-960909MA)—Lamonica Media LLC (Keith E. and Mary M. Lamonica, owners, 1710 NW Turner Dr., Pullman, WA 99163) for FM at 97.7 mhz, ERP .55 kw, ant. 242 m., Bald Mtn., 7.5 mi. SE of Pullman. *Sept. 9*

**Sheboygan, Wis.** (BPCT-960722KR)—Pappas Telecasting of America LP (Harry J. Pappas, president/92.7% owner, 500 S. Chinoweth Rd., Visalia, CA 93277) for TV on ch. 28, ERP 5,000 kw, ant. 373 m., 3878 Ridge Rd. Pappas Telecasting owns KFRE (AM) and KMPH-TV Visalia/Fresno, KPWB-TV Sacramento and KTNC(TV) Concord/San Francisco, all Calif.; WSWV-TV Opelika, Ala./Columbus, Ga.; KPTM-TV Omaha; KREN-TV Reno; WBFX(TV) Lexington/Greensboro, N.C., and WASV(TV) Asheville, N.C./Greenville, S.C.; is buying KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Neb.; operates KXVO(TV) Omaha, and has applied for TVs in Owensboro and Lexington, Ky.; Pittsfield, Mass.; Xenia and Defiance, Ohio, and Charleston, W.Va. 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*

## FACILITIES CHANGES

### Dismissed

**Comanche, Okla.** (BPH-960802ID)—Harald E. Cochran for KDDQ(FM) 96.7 mhz: change ant. structure height, ant., ERP, frequency, class. *Sept. 16*

—Compiled by Jessica Sandin

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## Record straightener

EDITOR: While the loss of any jobs resulting from a merger is unfortunate, I think that your emphasis on an inflammatory anecdotal quote misses the real story of this transition ("Staffs pay price for big-ticket mergers," B&C, Sept. 2). Through the diligent efforts of Viacom and TCI, all but 70 of Viacom's 2,300 employees were offered jobs with TCI, Viacom or other employers.—*John W. Goddard, former president/CEO, Viacom Cable, Pleasanton, Calif.*

## Jealousy?

EDITOR: Critics of media got reinforcement when they saw the coverage of a huge demonstration in Sacramento, Calif., protesting the new state smog-control plan. The rally was facilitated by KSFO(AM), a San Francisco talk station, after hundreds of calls reporting extreme inequities in the new anti-smog plan, which does result in people not being able to register their cars.

Callers kept asking the hosts what they could do. I should know. I was one of those hosts who sensed the frustration and told callers the usual—to write legislators and complain. But they wanted more. Let's march on the state capitol, they suggested. Finally the station got a hint, and a permit, and said to the listeners, if you're really angry, show it!

They did. Starting at 5 a.m., more than 5,000 made the trip. Business owners and employees, men and women, homemakers and children, old and young, students, professionals and blue-collar. There were no problems, no arrests and no discarded trash. They came by car, bus and train, of their own accord on a weekday. They chanted "Can you hear us now?" Legislators heard. It was a great story of democracy at work.

How did the media handle it? Reporters roamed the crowd asking if people were paid to be there or if they were militia or communists.

Despite police estimates of at least 5,000 people over the six hours, some media reported there were only 300; others, 1,000 or a few more.

Instead of addressing the legitimate criticisms of the new smog regulations

or even questioning the state agency press releases, reporters focused on the conservative (ooh!) radio station and sneered that it was just a ratings ploy. Do I sense jealousy of listener support and loyalty?

Talk about not seeing the forest for the trees. The issue was smog regulations gone amok, not ratings. I'd challenge any radio station to rally 5,000 people for *anything* without giving them something. Those people got nothing except the satisfaction of using their citizens right to demonstrate.

But they did get something else—a clear example of media bias, which, unfortunately, is pervasive in the trades as well, where the story was just ignored.

Media made a judgment: A conservative station, and people who criticize an environmental plan, are not politically correct. That judgment was reflected in both the derisive, gang-bang attack coverage and the lack of coverage. Shame on us.—*Barbara Simpson, president, Blue Shadow Productions, Moraga, Calif. (political media consultant, radio talk show host, TV news anchor)*

## Kids question

EDITOR: Pardon me while I disinfect. Regular guy Andy Schwartzman now tells us ("Cable takes another shot at Supreme Court," B&C, Sept. 30) that must carry was in part designed for "addressing the needs of children."

That "it's for the kids" virus seems to be spreading into some unlikely recesses. And why not? It's the kosher crutch that the public interest wardens need to justify their various

raids on constitutionally lawful activities. The V-chip? OK—it's relatively harmless and guaranteed not going anywhere. Internet indecency and three hours of kids educational programs? Dangerous, but probably too much even for the befuddled courts to swallow. But must carry good for kids? Gimme a break.—*Sol Schildhouse, chairman, The Media Institute, Washington*

## 'Bizarre' request

EDITOR: I'm now gearing up to prepare a book whose subject has long intrigued me. At this point I'm calling it "The Radio Bizarre."

It will consist of dozens of personal accounts (anecdotal in nature) from broadcasters centering on strange and unusual experiences while working on the programming side of radio.

Almost everyone who has spent some time on the air or worked in some aspect of radio programming or promotion has an interesting, amusing or strange story to tell.

I'd appreciate it if your readers would send their wacky, wild, humorous or hair-raising accounts to me. Each account will be fully attributed in print to the individual contributor.

Don't worry about length, style, grammar, punctuation or spelling. These will be adjusted and refined by the author and the editors for publication.

If it is easier to provide an audio cassette of your account, please feel free to do so. Be sure to include your name, title and station.—*Michael C. Keith, 153 Lindsey St., Attleboro, MA 02703; phonelfax: (508) 222-6589*

## Call for authors

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For more information or to submit a proposal, please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

# Datebook

## THIS WEEK

- Oct. 7-8**—Third annual *Frost & Sullivan* Cable Television Conference. The Westin Hotel, San Francisco. Contact: (212) 964-7000.
- Oct. 7-11**—MIPCOM '96, international communications convention and exhibition, presented by the *Reed Midem Organisation*. Palais des Festivals, Cannes, France. Contact: Bernie Bernhardt, (212) 689-4220.
- Oct. 8-10**—CES Mexico, multimedia trade show presented by the *Electronic Industries Association/Consumer Electronics Manufacturers Association*. Palacio de Los Deportes, Mexico City. Contact: Margaret Cassilly, (703) 907-7600.
- Oct. 9-12**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show (contact: [800] 342-2460); *Radio-Television News Directors Association* international conference (contact: Rick Osmani, [202] 467-5200); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-1640); *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. 10**—*Caucus for Producers, Writers & Directors* third general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: (818) 843-7572.
- Oct. 10-11**—"Convergence: Partners in Progress," course presented by *Women in Cable & Telecommunications*. Viacom Conference Center, New York City. Contact: Molly Coyle, (312) 634-2353.
- Oct. 10-12**—*National Religious Broadcasters* Eastern Chapter convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.
- Oct. 13-15**—15th annual *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.
- Oct. 13-16**—*Electronic Industries Association* fall conference. Hotel del Coronado, San Diego. Contact: Carol Benda, (703) 907-7791.

## OCTOBER

- Oct. 14-18**—7th annual *NIMA International* meeting and trade show. Las Vegas Hilton and Convention Center, Las Vegas. Contact: David Savage, (202) 289-6462.
- Oct. 15**—*Federal Communications Bar Association* Midwest chapter luncheon featuring Susan Ness. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.
- Oct. 16**—"Network TV: Making a Home in NYC," panel discussion presented by *New York Women in Film & Television*. The Lighthouse, New York City. Contact: (212) 679-0898.
- Oct. 17**—*Federal Communications Bar Association* luncheon featuring Janet Reno. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Oct. 17**—10th annual *Achievement in Radio Awards*. Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.
- Oct. 17-18**—"Wireless Telecommunications: Models for the Next Century," seminar presented by the *Myers Keller Communications Law Group*. Marriott at Metro Center, Washington. Contact: (202) 898-5706.
- Oct. 17-18**—"Research '96: Controlling Our Own Destiny," presented by the *Television Bureau of Advertising*. McGraw-Hill Conference Center, New York City. Contact: David Friedman, (212) 486-1111.
- Oct. 17-19**—*Friends of Old-Time Radio Convention* 21st annual convention. Holiday Inn-North, Newark, N.J. Contact: Jay Hickerson, (203) 248-2887.
- Oct. 18**—*International Institute of Communications* 27th annual conference. München Park Hilton, Munich. Contact: Ursula von Zallinger, +49 (89) 5900 2058.

- Oct. 18**—*International Radio & Television Society Foundation* newsmaker luncheon with featured speaker Reed Hundt. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 18-19**—*Upper Midwest Communications Conclave* PD Retreat and TalenTrak. Kansas City Downtown Marriott, Kansas City, Mo. Contact: Sara Stark, (612) 927-4487.
- Oct. 19-21**—*Tennessee Association of Broadcasters* annual convention and EAS seminar. Memphis Marriott Hotel, Memphis. Contact: (615) 399-3791.
- Oct. 21**—"Re-energizing the Political Process," *International Radio & Television Society Foundation* dinner. Marriott Marquis, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 21-23**—Private & Wireless Show, conference on private and wireless cable presented by *Global Exposition Holdings*. Wyndham Anatole Hotel, Dallas. Contact: (713) 342-9826.
- Oct. 22**—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.
- Oct. 23**—Annual meeting of the *New Jersey Broadcasters Association*. Sheraton Eatontown Hotel and Conference Center, Eatontown, N.J. Contact: (609) 860-0111.
- Oct. 24**—Vendor Product Showcase of the *Society of Cable Telecommunications Engineers* Central Florida chapter. Royal Plaza Hotel-Walt Disney World Village, Orlando, Fla. Contact: (713) 342-9826.
- Oct. 24**—Annual cocktail reception and fundraiser of the St. Louis chapter of *Women in Cable & Telecommunications*. Ritz Carlton Hotel, St. Louis. Contact: Paula Stacy Mogley, (314) 421-0014.
- 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.
- Oct. 27**—1996 Radio Hall of Fame Awards, presented by the *Museum of Broadcast Communications*. Chicago Cultural Center, Chicago. Contact: (800) 860-9559.
- Oct. 27-29**—*Canadian Association of Broadcasters* annual convention. Edmonton Convention Center, Edmonton, Alberta. Contact: Christine Jack, (613) 233-4035.
- Oct. 27-30**—*Southern Educational Communications Association* annual conference. Hyatt Regency Westshore, Tampa, Fla. Contact: Norma Gay, (803) 799-5517.
- Oct. 28**—*Women in Cable & Telecommunications* 12th anniversary benefit gala. Renaissance Mayflower Hotel, Washington. Contact: Sedef Onder, (703) 821-2030.
- Oct. 28-29**—"Global Digital Television Strategies '96," conference presented by the *Institute for International Research*. Kensington Hilton, London. Contact: +44171 915 5055.
- Oct. 28-Nov. 8**—*Museum of Television & Radio* second annual Radio Festival. New York City. Contact: Chris Catanese, (212) 621-6735.
- Oct. 29**—1996 Co-op and DMA Marketing Conference, presented by *CTAM*. Washington Hilton and Towers, Washington. Contact: M.C. Anvil, (703) 549-4200.
- Oct. 29-30**—Second annual conference on television in Central and Eastern Europe, presented by *Kagan World Media*. Hotel Bristol, Warsaw. Contact: (408) 624-1536.
- Oct. 29-31**—42nd annual broadcasters clinic and Upper Midwest Regional Society of Broadcast Engineers current technology conference and exhibition, presented by the *Wisconsin Broadcasters Association*. Ramada Capital Conference Center, Madison, Wis. Contact: Don Borchert, (608) 837-3462.
- Oct. 30**—*Ohio Association of Broadcasters* fall

convention. Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale Bring, (614) 228-4052.

**Oct. 30**—11th annual Bayliss Media Roast honoring FCC Commissioner Jim Quello, presented by the *John Bayliss Broadcast Foundation*. Waldorf-Astoria Hotel, New York. Contact: Kit Franke, (408) 624-1536.

## NOVEMBER

- Nov. 6-7**—"Managing Change in an Evolving Industry," course presented by *Women in Cable & Telecommunications*. Penn State Great Valley Campus, Philadelphia. Contact: Molly Coyle, (312) 634-2353.
- Nov. 7-8**—"Cable 101: Past, Present and Future," course presented by *Women in Cable & Telecommunications*. Scientific-Atlanta offices, Norcross, Ga. Contact: Molly Coyle, (312) 634-2353.
- Nov. 8**—31st annual Gabriel Awards banquet and presentation, presented by *Unda-USA*. Wyndham Northwest, Itasca, Ill. Contact: Sue West, (513) 229-2303.
- Nov. 8-11**—101st *Audio Engineering Society* convention. Los Angeles Convention Center, Los Angeles. Contact: (212) 661-8528.
- Nov. 11**—*Broadcasting & Cable* 1996 Hall of Fame Dinner. Marriott Marquis, New York City. Contact: Steve Labunski, (212) 213-5266.
- Nov. 13**—HRTS Newsmaker Luncheon featuring women showrunners, presented by the *Hollywood Radio and TV Society*. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Nov. 14**—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.
- Nov. 14-15**—"Winning with Conflict Resolution and Negotiation," course presented by *Women in Cable & Telecommunications*. TCI, Denver. Contact: Molly Coyle, (312) 634-2353.
- Nov. 15**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

## 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* 42st annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## JUNE 1997

**June 4-7**—Promax & BDA '97 conference & exposition, presented by *Promax International* and *BDA International*. Chicago. Contact: (213) 465-3777.

**June 12-17**—*20th Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: (800) 348-7238.

**Major Meeting dates in red**  
—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## News with a punch

**L**ike any good reporter, Loren Tobia, now news director at KMTV(TV) Omaha, enjoys asking questions that hit a nerve. Once he even got slugged in the face for it.

It was back in 1980, when Tobia, just a few years out of college, was covering a press conference of a candidate vying for the seat of Senator Robert Byrd of West Virginia.

Tobia, a reporter at WSAZ-TV Huntington, W.Va., was assigned to cover the announcement of the Byrd challenger, lawyer H. John Rogers. No sooner had Rogers made his opening statement than Tobia popped the first question, asking Rogers if he thought that his recent stay at a mental institution would affect his chances of winning the election.

With that, Rogers walked over to Tobia, who thought the candidate was going to point a finger at him and utter a few choice words. Instead, Rogers delivered a knuckle sandwich right to Tobia's face. The press conference ended abruptly.

"I went on the air that night with a black eye," recalls Tobia, who will pass the baton as chairman of the Radio-Television News Directors Association to incoming chairman Mike Cavender at the group's annual meeting in Los Angeles this week. The story was picked up by all three network evening newscasts and also led all three local newscasts that night in the Charleston/Huntington market.

What Tobia didn't do was hit back. "I think because I was so shocked," he recalls. "But I'm really glad I didn't, because if I had, the headline would have been 'Reporter Hits Candidate' instead of 'Candidate Hits Reporter.'"

Rogers still practices law in New Martinsville, W.Va. Recalling the incident last week, Rogers said his famous swing was not a planned publicity stunt, as Tobia suspected. After Tobia popped the question, Rogers remembers "feeling like Richard Nixon standing there saying, 'I'm not a crook,' or in my case, 'I'm sane.'" The two haven't talked since the incident. Rogers says he bears no hard feelings, and he jokes about a possible reunion and "historical reenactment."

Tobia caught the journalism bug while attending Villanova University in Philadelphia, where he was pre-med. To get into a decent medical school, "you needed as many easy A's as you could get, and the word at the time was that some of the journalism courses were a little easier than organic



*"I hooked up with a company I liked very much—one that knows how to treat people and grow them."*

### Loren Stanley Tobia

News director, KMTV(TV) Omaha and chairman, Radio-Television News Directors Association; b. Oct. 26, 1955, Philadelphia; BA, biology, Villanova, 1977; news writer, WCAU(AM) Philadelphia, 1975-77; reporter/anchor, WHIS-AM-TV Bluefield, W.Va., 1977-78; WSAZ-TV Huntington, W.Va.: reporter/anchor, 1979-81; Charleston bureau chief, 1982; news director, 1982-87; current position since 1987; m. Patti Alfano, June 17, 1978; children: Matthew, 15; Tara, 12; Christopher, 6.

chemistry," he recalls. During his last two years of college (1975-77) he worked at WCAU(AM), the CBS all-news outlet.

The first stop out of school was a station in Bluefield, W.Va.: WHIS-AM-TV. "It was one of those great small stations where you could do anything as long as you [had] the desire to do it," Tobia recalls. And he did just about everything in his year-plus there, including photography, reporting and anchoring the news, sports and weather.

Then the call came from WSAZ-TV and Tobia was off to Huntington (the station is the former home of previous RTNDA chairmen Bob Brunner and Bos Johnson). "When you work in West Virginia, everybody's goal is to work at WSAZ-TV," Tobia says.

The station was a well-regarded affiliate that sent a lot of people to the networks. Tobia was ecstatic to get the offer—so much so that his wife, Patti, had to pull him back down to earth. "I accepted the Huntington job over the phone, hung up and called my wife and said, 'Honey, we're moving to Huntington.' She said, 'Great. What are we going to be paid?' and I said, 'Doggone, I knew I forgot to ask them something.'"

Tobia has been with the same broadcasting company, Lee Enterprises, since joining WSAZ-TV in 1979.

"When I went to WSAZ-TV I really didn't have any intention of staying with the company," recalls Tobia. "I thought this would be a one-year stop and then on to other things. As it turned out, I hooked up with a company I liked very much—one that knows how to treat people and grow them." Lee acquired KMTV, and Tobia was named news director in 1987. He's been there ever since.

As a TV news veteran, Tobia has come to believe that network news operations and local stations are more alike than they were 15 years ago. "The local stations have expanded what they do, and the networks have cut back in terms of the lavishness with which they cover stories."

Issues facing the TV news business are numerous, Tobia says. Among the critical ones: getting government operatives to stop posing as journalists, and beating back the forces in the post-O.J. era that want to see cameras removed from the courtroom.

Converting local stations to HDTV is a serious issue for news directors, Tobia says, adding that the costs will be enormous, which could force stations to curb resources in other areas such as news. —SM

# Fates & Fortunes

## BROADCAST TV

**Dallas Bond**, production manager, WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan, joins WBKP(TV) Houghton, Mich., as station operations manager.

**Randy Pratt**, general sales manager, KSAS-TV Wichita, Kan., named general manager.

**David Gregory**, West Coast correspondent, NBC News Channel, Los Angeles, named NBC News correspondent, Chicago.



Sweet

**Stacey Sweet**, general assignment/medical reporter, News 12 Long Island, joins *Inside Edition*, New York, as general assignment reporter.

**Roland Trombley**, national sales manager,

WKBD(TV) Detroit, named general sales manager.

**Michael Rubin**, executive producer, *Smithsonian Fantastic Journey*, CBS News, New York, named executive producer, *Coast to Coast*, a new series of six prime time hours produced by CBS News and to be broadcast on CBS Television Network next year.

**Scott Heath**, regional sales manager, KTTY(TV) San Diego, named national sales manager.

**Mark Mohr**, executive producer, KABC-TV Los Angeles, joins KXLY-TV Spokane, Wash., in same capacity.

**Carl Miller**, local sales manager, WSBK-TV Boston, joins WJLA-TV Washington as national sales manager.

**Frank Comerford**, sales manager, WNBC(TV) New York, named VP/director, sales.

**Artie Ojeda**, weekend sports anchor, KCOP(TV) Los Angeles, joins KNSD(TV) San Diego, as co-anchor, *First News at 4*.

Appointments at MCA TV sales division, Universal City, Calif.: **Arthur Hasson** named senior VP, Eastern sales; **Phil Martzoff**, Northeast region manager, named VP, Midwest region, Chicago.

Appointments at WJRT(TV) Providence,

R.I.: All appointees came from WLNS-TV Lansing, Mich. **Kris Crocker**, health reporter/weekend weather anchor, joins in same capacity; **Darren Garrett**, producer, joins as producer/assignment editor; **Stan Simmons**, chief photographer, joins as photographer,

## PROGRAMING



Garfield

**Ronald Garfield**, VP, distribution, Western region, Bohbot Entertainment Inc., joins Fox Broadcasting Co., New York, as senior VP, network distribution.

**Manuel Gallegus**, correspondent,

CBS Newspath, Los Angeles, named correspondent, CBS News there; **Jim Axelrod**, political reporter/substitute anchor, WRAL-TV Raleigh, N.C., joins CBS News, Miami, as correspondent.

Appointments at Universal Television, Universal City, Calif.: **Kathy Busby**, senior director, international, LaFace Records, Atlanta, joins as director, comedy development; **Gary Gradinger**, manager, business affairs, named director.

Appointments at Fox Sports Net, Los Angeles: **Jim Martin**, president, regional network operations, Liberty/Prime



Martin



Thompson

Sports, joins as COO; **Bob Thompson**, senior VP, regional network operations, Liberty Sports Inc., joins as senior VP, rights acquisitions and regional network operations.

**Kathleen Fenady**, director, affiliate research and marketing, Fox Broadcasting Co., Beverly Hills, named director, affiliate promotion.

**Eric Luskin**, program director, New Jersey Network, joins American Program

Service, Boston, as director, national syndication.



Allen

**Gayle Allen**, director, creative services, WCCO-TV Minneapolis, joins King World, New York, as VP, creative services, East Coast.

**Lenora Hume**, VP, international production, Walt Disney Television

Animation, Burbank, Calif., named senior VP.

**Brad Hornor**, director, contract administration, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP.

## RADIO



Presslaff

**Ruth Presslaff**, founder, Media Gallery, teams with Arbitron's Media Marketing Technologies (M[TECH]), to develop new sales and marketing tools for the broadcast industry. As a result of

the joint venture, Presslaff has been named president, Media Marketing Technologies.

Appointments at Patterson Broadcasting Co.: **Robert Longwell**, GM, WEBR(FM)/WWRC(AM) Washington, joins Patterson Honolulu's seven-station group as GM; **Ray Barnett**, GM, KSSK-AM-FM and KUCC(FM) Honolulu, named VP, Patterson Honolulu.

**Susan Pinotich Krol**, account executive, KDKA(AM) Pittsburgh, named local sales manager.

**Mark Olkowski**, director, broadcast operations and engineering, WINS(AM) and WNEW(FM) New York, named director, technical operations, CBS Radio there.

**Speed Marriott**, general sales manager, KUDL(FM) Kansas City, Kan., joins Bonneville Broadcast Center there as director, sales.

**Thomas Garry**, local sales manager, KDWB-FM Richfield, Minn., named director, sales, Chancellor radio sta-



tions in Minneapolis/St. Paul.

**David Page**, marketing manager, Katz Radio Group, New York, joins Children's Broadcasting Corp.'s WJDM(AM) Elizabeth, N.J., as GM.

**Rod Calarco**, VP, CBS-owned FM stations, joins Westwood One Radio Networks, New York, as executive VP.

**J. Anthony Brown**, comedian/actor/writer and part-time member of *The Tom Joyner Morning Show*, ABC Radio Networks, Dallas, named full-time member of the morning team, which includes Joyner and Sybil Wilkes.

## ADVERTISING/MARKETING

**Jennifer Price**, senior account executive, The Lippin Group, New York, named VP.

**Tom Holcomb**, local sales manager, TCI Media Services, Burbank, Calif., named general sales manager, Ontario, Calif., office.

Appointments at Saatchi & Saatchi Advertising, New York: **Jerry Boyle**, VP/executive producer, named associate director, broadcast production and senior VP; **Ron Weber**, senior producer, named executive producer/senior VP.

**James Gallagher**, corporate controller, National Media Corp., Philadelphia, named CFO.

**Regina Kitson**, manager, corporate promotions, Katz Media Group Inc., New York, named director, events and special projects.

## MULTIMEDIA



Gdovin

Appointments at C-TEC Cable Systems, Princeton, N.J.: **John Gdovin**, senior VP, operations, named executive VP; **Michael Yanne**, chairman/CEO, America First Cos., appointed to

board of directors.

**Bruce Rider** named senior VP, programming, Disney TeleVentures, Burbank, Calif.

Appointments at Metro Networks Inc.: **Daniel Troy**, national director, marketing, joins as director, operations, New York; **Wayne Walker** joins as general

manager, San Antonio/Austin, Tex.

## TECHNOLOGY

**Chris Loberg**, director, sales and marketing, Utah Scientific, joins Texscan MSI, Salt Lake City, as VP, marketing and sales.

**Peter Hunt**, VP, sales and marketing, Geltech, joins Lasertron, Burlington, Mass., as key account manager.

**Andy Ruffin**, national sales manager, consumer satellite products, Zenith Electronics, joins R.L. Drake Co., Miamisburg, Ohio, in same capacity.

## CABLE



Bodenheimer

**George Bodenheimer**, senior VP, sales and marketing, ESPN Inc., New York, named executive VP.

**John Bordeleau**, director, advertising sales, cable division, Century Communications,

New Canaan, Conn., named VP.

**Eric Magnuson**, VP/account supervisor, Millsport LLC, San Francisco, joins Pac-10 Properties (marketing venture of Pacific-10 Conference and Liberty/Fox Sports), Walnut Creek, Calif., as executive director.

**Troy Arce**, account executive, Liberty Sports Sales, Los Angeles, named sales manager.

Appointments at Turner Properties:

■ At CNN Financial News, New York: **Michael Cahill** joins as supervising producer; **Jody Davis** joins as anchor/correspondent; **Carmine Gallo** joins as correspondent; **Eric Gonon**, senior producer, CNNfn, named supervising producer. **John Deferios**, anchor, *World Business Today*, named principal anchor, CNNfn, New York; **Sissel McCarthy**, reporter/anchor, *Business Reports* and *World Business Today*, adds *World Business This Week* and other CNNfn programming in London to her anchor duties.

**Fernando Gomez**, VP, affiliate sales, Latin America, Prime Deportiva, joins The Weather Channel, Atlanta, in same capacity.

**Lisa Trimarchi-Luken**, marketing administrator, MuchMusic USA, New York, named manager, corporate marketing.

Appointments at Prevue Networks, Tulsa, Okla.: **Renee Bruce**, VP, national advertising sales, named senior VP; **Indra Paul**, VP, operations, TV Guide on Screen, joins as senior VP, operations; **Bill Thomas**, VP, product development, TV Guide on Screen, joins as senior VP, product development.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Susan Packard**, executive VP, named COO. Packard will oversee HGTV's advertising and affiliate sales, marketing and international divisions, as well as head new business development; **Steve Newman**, VP, advertising sales, named senior VP.

## TELEMEDIA

Appointments at Teledesic Corp., Kirkland, Wash.: **David Twyver**, president, Northern Telecom's global wireless operations, joins as CEO; **Paul Estey**, president/COO, American Rocket Co., joins as special project manager, space infrastructure; **Soheila Motamed**, senior scientist, microelectronics packaging operations, Radar Systems and Communications, Hughes Aircraft Co., joins as technical director, parts and processes.



Derricks

**Alma Derricks**, independent consultant, Internet strategy and content development, joins Paramount Digital Entertainment, Hollywood, as VP, marketing and business development.

**Daniel Cunningham**,

CFO/director, PSINet, joins Welcome to the Future, Columbia, Md., as CFO/COO.

**J. William Grimes**, president/CEO, Zenith Media USA, joins Netcast Communications Corp., New York, as chairman, board of directors.

**Marcella Rosen**, executive VP/managing director, media services worldwide, NW Ayer, joins Freemark Communications Inc., New York, as executive VP, advertising services.

**Merrill Brown**, managing editor, MSNBC on the Internet, New York, named editor in chief.

—Compiled by Denise Smith  
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## Continuing the feud between Rupert Murdoch-owned News Corp. and soon-to-be-merged Time Warner/Turner,

Time Warner Cable of New York has turned down a request by the City of New York to carry News Corp.'s new 24-hour Fox News Channel (launched today, Oct. 7) on a public access cable channel that the city controls. But New York Mayor Rudolph Giuliani appears not to be taking no for an answer. Citing the numerous jobs FNC will bring to the city, Giuliani says he'll fight Time Warner to get it to carry FNC. And News Corp. officials say they're still considering filing a lawsuit that would claim Time Warner reneged on its original verbal agreement to carry FNC. Time Warner cable officials say that carrying FNC on public access would violate both federal law and terms of Time Warner's contract with the city. Time Warner, whose franchise as New York's cable system operator expires in 1998, already carries rival Turner-owned CNN, and MSNBC, the joint venture of NBC and Microsoft.

## A federal judge denied Reform Party presidential candidate Ross

**Perot's challenge** to the nonpartisan Commission on Presidential Debates' deci-

## Liquor-ban bill introduced

In response to Seagram Distillers' recent TV ads for Crown Royal whiskey, a bipartisan group of eight House members introduced legislation last week banning hard liquor TV and radio advertisements.

"With the costs of alcohol abuse mounting daily, this is no time to flood the airwaves with additional alcohol advertisements, many of which appeal to our youth," the lawmakers wrote to FCC Chairman Reed Hundt. They urged him to investigate the problem and schedule a public hearing at the commission's "earliest convenience."

Co-sponsors of the legislation are representatives Joseph Kennedy (D-Mass.), James Hansen (R-Utah), John Conyers (D-Mich.), James Moran (D-Va.), Eleanor Holmes Norton (D-D.C.), Martin Hoke (R-Ohio), Maurice Hinchey (D-N.Y.) and Marcy Kaptur (D-Ohio).

Also writing Hundt and President Clinton last week was Mothers Against Drunk Driving, which urged the FCC "to begin proceedings to evaluate what steps can be taken to evaluate the effects of alcohol, including beer, advertising."

"I will consult with our staff and my colleagues immediately to discuss appropriate procedures for responding to this situation," Hundt said in a statement Friday. Industry observers speculate that Hundt will seek to hold an FCC hearing on the issue. —HF

sion to exclude him from nationally televised debates. The judge said Perot had failed to prove the commission was a "state" actor or a "quasi-governmental" organization. The Perot campaign immediately appealed the ruling and a three-judge panel heard arguments last Thursday.

**The FCC last week denied the Perot campaign's complaint that the broadcast networks**

**are not selling the campaign enough airtime.**

Perot's campaign said it had asked to purchase eight 30-minute slots of prime time from each network. The FCC said each network had offered Perot a sufficient package of time to satisfy its "reasonable access" obligation. The commission also said Perot is not entitled to "equal time" in connection with a series of appearances that President Clinton and Bob

Dole are making on the networks.

**A federal judge in Iowa issued a preliminary ruling last week backing Iowa Public Television's exclusion of Natural Law Party candidates from debates** aired as a

part of its news program *Iowa Press*. Using the standard set in an appeals court ruling in Arkansas, the program was considered a "limited public forum." However, Iowa Public TV proved that its exercise of journalistic discretion fulfilled a compelling state interest, and that the way it exercised its journalistic decisions was "narrowly tailored." Despite the preliminary ruling in favor of Iowa Public TV, the road ahead could be a bumpy one for public broadcasters. "No broadcaster can operate for long if the station or network is ruled to be a limited public forum rather than a non-public forum," said Richard Marks, attorney for Iowa Public Television. "If the station is a limited public forum, then disaffected viewers can haul the station into court to make it prove that any journalistic decision meets a compelling government interest and is narrowly tailored."

**The verdict so far is positive on the new version of CBS's Public Morals,**

## Citadel acquires Deschutes

Citadel Broadcasting Co. is moving into all-new markets with its recent merger with Deschutes River Broadcasting Inc.

With Citadel stations mostly in larger markets than are Deschutes', "we just decided that it's a good situation for both of us," says Deschutes President Edward T. Hardy. Particularly attractive is "the diversity that [the deal] offers," Hardy says. "As things continue to consolidate, it just seems to make sense."

The deal is for stock; its value was not disclosed.

Deschutes, which will become a subsidiary of

Citadel, owns KKBR(FM) and KDWG(AM)-KCTR(FM) Billings and KMHK(FM) (formerly KBMJ) Hardin/Billings, Mont.; KCMX-AM-FM Ashland, KLR(FM) Brownsville, KUGN-AM-FM Eugene, KBOY-FM and KTMT-AM-FM Medford and KAKT(FM) (formerly KROG) Phoenix, all Ore., and KFLD(AM)-KORD-FM Richland and KXR(FM) Walla Walla, Wash.

Bigfork, Mont.-based Citadel is buying 28 other stations in California, Colorado, Nevada, New Mexico, Utah and Washington state. It is 37.2% owned by ABRY Broadcast Partners II LP. —EAR



sent to affiliates for review before the show's debut at 9:30 p.m., Oct. 30. The second episode—which will kick off the new season—went out recently to the affiliates, and more are expected to follow. "In addition to it being a new program, there was no repetitive use of the locker-room kind of language," says Lee Wagner, general manager of KMYT(TV) Twin Falls, Idaho—the first station to say it wouldn't air the new police sitcom from Steven Bochco/Jay Tarses unless the language was toned down (B&C, July 1). "We will go ahead and air it when it premieres," Wagner said.

Hoping to capitalize on the show's strong debut, **ABC will move its new Sabrina, the Teenage Witch** from 8:30 p.m. Friday, to 9, effective Oct. 18. The show earned a 10.9 Nielsen household rating/20 share and also scored strongly among kids and teens. Other moves for the night: *Boy Meets World*, previously scheduled at 9:30, moves to 8:30; *Clueless* moves to 9:30. *Family Matters* remains at 8, and *20/20* remains at 10.

**Greg Nathanson** has been named executive in charge of development for Fox Television Stations and Twentieth Television, with additional duties with Fox, effective Oct. 7.

Responding to the \$199 promotional prices of EchoStar and DIRECTV in August, **Primestar will add a purchase option to its current DBS rental plan.** As of Oct. 4, Prime-

## HTS wins basketball, hockey fight

Home Team Sports, a mid-Atlantic regional cable sports channel, has retained the cable rights to the Washington Bullets and Capitals despite an attempt by Fox and Liberty Media to get those rights.

Fox and Liberty formed a cable sports venture this year and have been aggressively seeking regional sports rights throughout the country; HTS was an early target. The venture offered approximately \$12 million for the rights to the two teams, but HTS exercised a contract option that allowed it to match the offer and locked up the rights through 2000.

"After careful consideration, reflection and study, we are satisfied that HTS did effectively match the Fox/[Liberty] offer, and therefore we have a legal duty to move ahead with HTS," said Bullets and Capitals owner Abe Pollin.

HTS will telecast 42 Bullets games and 38 Capitals games this season, a combined 20 games more than it showed last season. HTS also will produce all of the 30 Bullets games and 20 Capitals games that will air on Washington's WB network affiliate, WBDC-TV.

The Fox/Liberty venture also has made a play for the 1997 season cable rights to the Baltimore Orioles, which have had a long-standing relationship with HTS. HTS says it has informed the Orioles that it is matching the offer, but the Orioles have yet to accept or decline it.

—MK

star by TCI (Tele-Communications Inc.'s division for marketing and distributing the Primestar DBS service) will sell Primestar's 36-inch satellite receiver for \$199. Customers must sign up for a year's worth of programming for \$360 in addition to the \$199 installation cost. Primestar will retain its rental service, charging \$199 for installation and offering program packages of \$33-\$55 per month.

No official word from the network, but a source close to negotiations says that **CBS is expected to accommodate David Caruso's return to prime time with a legal drama** written by author Nick Pileggi and produced by Columbia TriStar Television and New Regency. The deal involving the former star of *NYPD Blue* reportedly could go through only if permission was granted by ABC and Steven Bochco, who released Caruso from

his contract if the actor promised not to work on TV until 1998. Caruso went on to launch a relatively lackluster movie career with *Kiss of Death* and *Jade*. Bochco, who has a three-series production deal with CBS, reportedly has given his blessing to the actor's return under no pressure from the network. Caruso's return was brokered by the

William Morris Agency and Creative Artists Agency.

**Errata**—The FCC Chairman's Breakfast, scheduled during the NAB Radio Show on Friday, Oct. 11, at 7:30 a.m., will feature Commissioner Susan Ness, not Chairman Reed Hundt as reported Sept. 30, page 47. Accordingly, the event has been renamed the "FCC Policymaker's Breakfast."



Drawn for BROADCASTING & CABLE by Jack Schmidt

"He says his horoscope has him being petty, mean and picky, but it sounds more like his job description."

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Incorporating The Fifth Estate TELEVISION Broadcasting

## When the First comes second

The founders of this magazine had it right when they singled out the First Amendment as the cornerstone of their editorial policy. Sixty-five years later, the debate not only continues to rage around that constitutional principle but to grow ever more complicated.

The V-chip and children's television, both unconstitutional abridgements of the First Amendment, this year became laws of the land with hardly a ripple (and with agreements by the broadcasting and cable establishments not to challenge them in court).

The Congress of the United States, in its 1992 Cable Act, decreed that 4%-7% of DBS spectrum must be set aside for noncommercial programming of an educational or informational nature. That provision was upheld by the U.S. Court of Appeals for the District of Columbia Circuit in a stunning precedent that will be ried by all broadcasters when FCC Chairman Reed Hundt declares his own set-asides in the digital spectrum.

The President of the United States, in answers to BROADCASTING & CABLE's questions two weeks ago, stood by the 27-year-old *Red Lion* decision to justify why broadcasters should be denied the First Amendment because of scarcity. It was precisely the same argument used by the appeals court in blessing the DBS incursions.

On Friday, press reports recounted how Rupert Murdoch was using New York's Giuliani administration to demand carriage of his news channel on Time Warner's cable system via the city's public access channels—one First Amendment player seeking to take advantage of another player's vulnerability to government regulation.

It's going to get worse before it gets better. The way

we read the governmental powers that be, the First Amendment comes second to any passing perception of public interest. Inevitably, that kind of thinking will lead to the government's running the whole shebang.

## Danger signals

Combine a backlog of radio indecency complaints at the FCC with a number of major radio players trying to get commission approval on some station purchases—including one deal involving Westinghouse's bid to buy Infinity—then throw in a government that needs all the money it can get and you have a recipe for disaster. Or, as one Washington observer put it last week: "If [the FCC] hangs up transfers, people are going to roll over. They've been known to do stuff like that before."

The FCC, which is stepping up its pursuit of indecency claims in light of the transfer activity (see stories, pages 8 and 62), insists that even if a station is hit with a notice of apparent liability (Washingtonspeak for a fine), it will not necessarily hold up a sale. That may apply at the staff level, but when the commissioners become involved, all bets are off. Just ask Mel Karmazin.

Of course, if any operators do follow the lead of Infinity in settling their complaints (you'll remember that the cost of doing business in that instance was \$1.7 million), it will all be hailed by both sides as "voluntary" and as "responsible stewardship." In some cases perhaps, but the problem with this kind of content regulation is that you can never tell the good actors from the frightened ones, or the independent editorial decisions from censorship.

The good news is that, at least until now, the commission has not been actively pursuing indecency complaints. The bad news is that if it does, broadcasters could be in for a bumpy—and expensive—ride.

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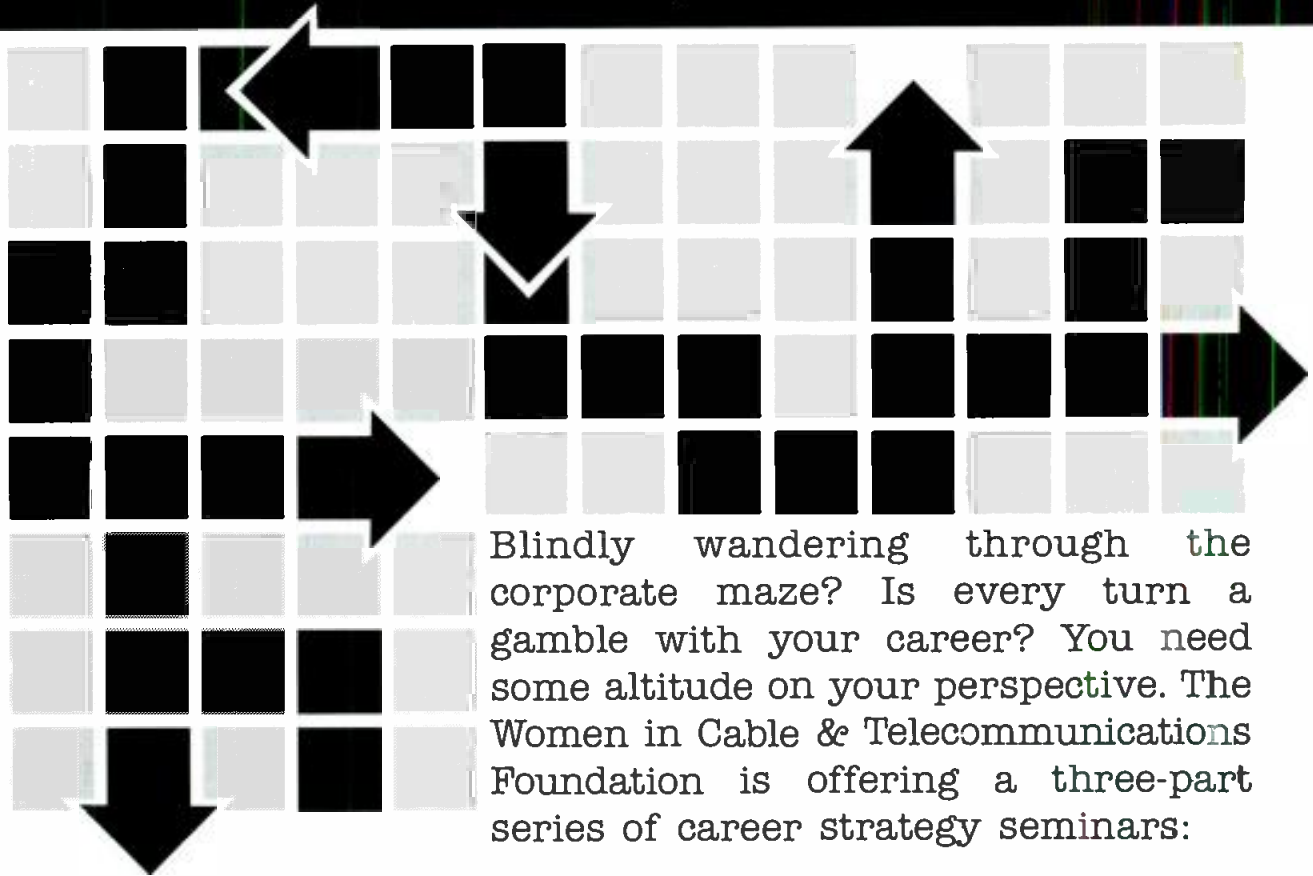
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