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The Newsweekly of Television

Vol. 125 No. 34 64th Year 1995

Upside To Go
for Television's

ACTION HOURS

All American's
Baywatch

Tugging and Pulling on
the Second Channel

Hundt Shrinkwraps FCC

Disney's Dynamic Duo

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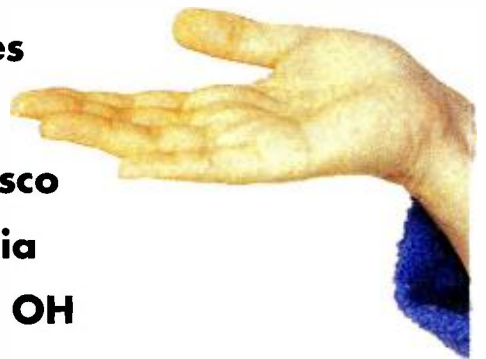
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Week
Page 36



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Fast Track

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MUST READING FROM BROADCASTING & CABLE

AUGUST 21, 1995

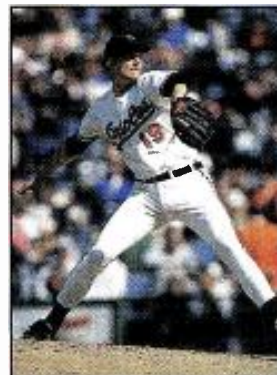
TOP OF THE WEEK

Turner circles CBS Turner Broadcasting System is exploring a counterbid to Westinghouse's offer for CBS, but still has a long way to go to make such an offer. Ted Turner needs major investors before he can buy the network. / 4

Disney's dynamic duo: Eisner and Ovitz Michael Ovitz's unparalleled relationships and knowledge of the entertainment business will pay dividends for Disney's television production activities as well as ABC, observers say. "What he does bring is a wealth of information and incredible leverage," one insider says of Ovitz's surprising move from Creative Artists Agency to Disney. / 6

Second-channel tug-of-war Congressional budget-cutters say broadcasters may face a choice: an accelerated transition to digital TV, or upfront auctions for the second channel that broadcasters now expect to be given for free. / 10

Hundt wants to shrink FCC The FCC plans to send out pink slips for the first time in its history. Citing a shortage of congressional funding, FCC Chairman Reed Hundt last week announced plans to cut the commission's staff by 10% during the next year. / 11



DIRECTV, Primestar and Liberty Satellite Sports last week all signed deals with Major League Baseball to carry games to displaced fans. / 12

SPECIAL REPORT: ACTION HOURS

Television writes Rx for action hours



The pace of 'ER' makes it nothing if not a medical action hour.

The networks' willingness to experiment with innovative new shows is breathing new life into action hours. And there's no shortage of action-hour strips for first-run syndication, with 12 poised to enter the market. Here's the state of action hours on the networks, on cable and in syndication. **On the cover, Jason Simmons and Yasmine Bleeth of 'Baywatch.'** Photo by Spike Nannarello / 16

UPN moves against competition

UPN's *Star Trek: Voyager* action hour has put the network on the map. This fall, another action hour will take the following time slot. / 28

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New York to 'Donahue': See ya!

WNBC-TV New York has dropped 18-year veteran *Donahue* from its schedule, but the talk show will go ahead as planned for the upcoming season. / 29

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TCI envisions far-flung America

TCI's America One reaches 18% of U.S. households, but the cable giant's plans call for the broadcast net-

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RADIO

To market, to market

Arbitron's "RetailDirect" research service will translate consumers' buying and media-usage habits for local retailers. Telephone interviews, rather than mail-in diaries, will be used in most markets. / 35

TELEMEDIA WEEK

Ovitz's departure doesn't put telco plans on hold

Michael Ovitz's telco allegiances have shifted from Tele-TV to Tele-Ventures with his jump to the Walt Disney Co. But Tele-TV is still looking optimistically to the future. / 36

WASHINGTON

Pressler: Senate's top fund-raiser

Time Warner and TCI each have given Senate Commerce Committee Chairman Larry Pressler \$10,000 in the past six months, during the time Pressler was shepherding telecommunications reform through the Senate. / 39



Ameritech's aggressive strategy is aimed at making it an immediate competitor to cable. The telco plans to secure a series of cable franchises in Ohio and Illinois this fall, then will look at other states. / 37

Ted Turner circles CBS

TBS board to reconsider bid for King World, may be first step toward an offer for network

By Steve McClellan

From the start, Westinghouse's bid for CBS prompted speculation about possible counterbids. Last week, Wall Street signaled that there may be some truth in the talk: CBS stock traded as high as \$82.25 before closing at \$81 last Friday, up 2 7/8 for the week and equal to Westinghouse's \$81-per-share offer.

Turner Broadcasting System is the only company that has confirmed to Wall Street analysts that it is exploring a counterbid, but it still has a long way to go to make such an offer. So far, Ted Turner's one key ally, Tele-Communications Inc., is as much a hindrance as a help.

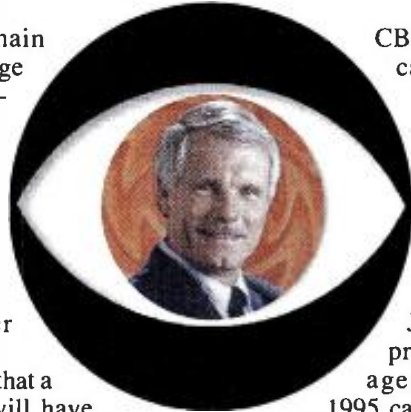
TCI's John Malone says he will do what he can to support Turner in his decade-long quest for a network. But TCI's 21% stake in the company could throw a wrench into Turner's effort to acquire CBS, because there is a good chance the cable-broadcast crossown-

ership ban will remain intact after the passage of telecommunications-reform legislation.

TCI's interest in TBS could change if Turner issues more stock in its pursuit of CBS, King World or another company.

Analysts estimate that a Turner counterbid will have to be \$86 or better, which would include enough to cover the \$150 million breakup fee CBS will have to pay Westinghouse if it accepts a higher offer.

Meanwhile, the TBS board is set to meet today (Aug. 21) to reconsider the acquisition (probably through a tax-deferring stock swap) of cash-rich King World Productions, perceived as a first step toward making a bid for



CBS. King World has a cash reserve of some \$525 million, which is expected to increase by another \$100 million in the next year.

According to Merrill Lynch entertainment analyst Jessica Reif, TBS probably could leverage KWP's estimated 1995 cash flow of \$170 million for another \$850 million in borrowed capital. Thus, a TBS-KWP deal could net Turner up to \$1.4 billion in cash.

Turner's board considered a King World bid several months ago, but never acted. Sources said board members were concerned about two key issues: the fate of the FCC's prime time access rule (PTAR), which had not then been decided, and Oprah Winfrey's ability to bow out of her talk show with a year's notice. Next month, she must formally commit to whether she will do the show for the 1996-97 season.

Now that PTAR has been killed, effective in September 1996, analysts say Turner will be able to leverage down the price of King World. It is not clear by how much, but before the PTAR ruling came down, there were estimates that the company might sell for \$50 per share, or about \$1.8 billion.

The fact that the Turner board is prepared to reconsider the King World deal prompted speculation that Winfrey had agreed to continue her show beyond the next two seasons. Sources with knowledge of Winfrey's agreement, however, insist it has not changed.

"Anybody who buys King World has to have an agreement with Oprah," says Reif. "Otherwise, it would make no sense." Apparently, Turner is trying to package a deal that would include a long-term commitment from Winfrey

Westinghouse banks billions for CBS



It took Westinghouse bankers a mere four working days to raise more than \$10 billion to finance its proposed \$5.4 billion acquisition of CBS, plus \$2.1 billion to refinance existing debt. Sources at the two lead banks, Chemical Bank and J.P. Morgan, say they will continue to line up additional banks for another two weeks. "We're only about halfway there," a source says. (Banking syndicates usually get commitments exceeding the amount being borrowed and then reduce the size of each lender's stake.)

The financing came together quickly because of Westinghouse Chairman Michael Jordan's track record of reducing debt at the company and his commitment to reducing the new debt, the source says: "Obviously, those putting up the money also believe Jordan has enough of a sense of what he plans to do with CBS to back him."

While Westinghouse was lining up its financing last week, it won approval from the FCC to proceed with its earlier venture with CBS to jointly own TV stations in Philadelphia, Miami, Denver and Salt Lake City. The deal gives Group W a majority interest in the stations, but also gives CBS the option to install new management at the stations if affiliation agreements between CBS and Group W are breached. Industry sources have said the arrangement will become important to CBS if another bidder challenges Westinghouse's acquisition of the network.

—SM

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What Ovitz brings to Disney

By Steve Coe

As Michael Ovitz heads to Disney, observers say his unparalleled relationships and knowledge of the business will pay dividends to both Disney's television production activities and to ABC.

"Michael brings an aura and mystique that implies power, which indeed he has," says Larry Lyttle, president, Big Ticket Television. "Whatever expertise he lacks in running a network will be made up by his knowledge of the business."

In fact, Ovitz's influence might already be working for Disney. The buzz around town last Thursday was that Ovitz was looking to lure Brad Grey of Brillstein-Grey Entertainment into a key position at the studio. Grey also reportedly is considering an offer from Ron Meyer, Ovitz's CAA co-founder and now competitor, to join MCA.

Jay Sures, television and literary agent, United Talent Agency, points out Ovitz's "unbelievable relationships" in the industry. "Bringing Brad Grey to



Michael Ovitz brings TV talents to Michael Eisner's Disney team.

Disney would be just another example. Here's a guy [Grey] that built a company from the ground up and now is responsible for about seven shows."

Will Ovitz's reputation and CAA relationships translate to new production talent for Disney? "You would think so," says Keith Addis of Addis-Wechsler & Associates, a management/production company. "He obviously brings phenomenal relationships with the television department at CAA as well as a vast knowledge of the biggest companies in television. Although he hasn't been intimately involved in the TV side of business at the agency, what he does bring is a wealth of information and incredible leverage."

Sures also suggested that Ovitz's presence at the studio could beef up the company's stable of producing talent. "CAA was historically built on television clients. He may try to woo someone like Witt-Thomas, which is CAA's biggest packager, to Disney from Warner Bros."

Most observers say Ovitz's impact

on Disney is limitless, with potential benefits beyond the traditional television and theatrical businesses.

"He has the potential to bring new businesses into Disney," says Addis. "Interactivity and new technologies are a principal interest of Mike's. He's on the cutting edge of those businesses, and he has fantastic relationships with many of those people, including Bill Gates."

One CAA television client who may be affected by Ovitz's move is David Letterman. Letterman has been critical of CBS and its woeful prime time performance, which provides a weak lead-in to his show. There is speculation that, with Ovitz going to Disney, which will own ABC, the late-night host will consider jumping to that network when his deal with CBS expires in 1997. ■

CAA's TV portfolio

Talent agencies typically either have partial representation in a show (representing a writer, producer or actor) or package the entire series by bringing together the production and acting talent. In package deals, most agencies, including CAA, receive 3% of the license fee; another 3%, deferred until net profits are figured, and the potentially biggest payout, 10% of adjusted gross syndication revenue. (William Morris works on 5%-5%-10% for packages rather than the standard 3%-3%-10% equation.) The 10% often translates into millions of dollars. CAA has partial representation on 37 series (Fox-11, NBC-10, CBS-9 and ABC-7). Below are CAA-packaged series.

ABC—*Somewhere in America*, *Buddies* (midseason), *The New Muppet Show* (midseason).

CBS—*Dave's World*, *The Bonnie Hunt Show*, *Almost Perfect*, and *My Guys* (midseason).

Fox—*Melrose Place*, *Beverly Hills 90210*, *Martin*, *Divas* (midseason), *Glory Days* (midseason), *The Kindred* (midseason), *The Last Frontier* (midseason), *The Pastor's Wife* (midseason).

NBC—*Brotherly Love*, *Minor Adjustments*, *Hope & Gloria*, *Newsradio*, *The Single Guy*, *The John Larroquette Show*, *ER*, *Homicide* and *3rd Rock from the Sun* (midseason).

WB—*The Parent 'Hood*. —SC

A restructured CAA finds Gabler at top

With the departure of Michael Ovitz and the rumored exit of Bill Haber from Creative Artists Agency, senior agent Lee Gabler is expected to assume one of the top positions at the restructured agency with responsibility for all its television activities.

Gabler is one of 12 senior agents who compose the agency's transition team that will buy out the ownership stakes of Ovitz, Ron Meyer (who has left for MCA) and perhaps Haber. Gabler, a 12-year agency veteran, has been handling the day-to-day TV operations at the agency since the mid- to late 1980s. He joined CAA in 1984 after beginning his career in 1964 in the mail room at Ashley Steiner Famous Artists (later International Creative Management).

Sources last week said if Haber—who has been more involved in TV than Ovitz or Meyer, although not on a hands-on basis—does leave the agency, it does not mean CAA will see a mass exodus of its TV clients.

"The people in the television world were by and large, not affected by Ovitz and Meyer leaving. Even if Bill [Haber] leaves, I can't imagine Spelling and Witt-Thomas leaving, because Gabler has relationships with both," said one source.

With Ovitz at the Walt Disney Co. and Meyer at MCA, opinions are mixed about whether CAA agents will have a competitive advantage at those studios. "If I'm a CAA agent and my only edge out of all of this is that I can get Ovitz or Meyer on the phone during the weekend to discuss a deal or pitch a client, then that's a significant advantage," one source said. —SC

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Budget-cutters eye digital-channel auction

Free spectrum may not survive budget process

By Christopher Stern

Senate Commerce Committee staff members have told broadcasters that they may face a choice: an accelerated transition to digital TV, or upfront auctions for the second channel that every television station in the nation now expects to be given for free, sources say.

Interest in auctioning the digital channel is stimulated by the committee's need to raise \$14 billion in auction revenue over the next seven years. The Commerce Committee must come up with its spectrum revenue proposal by Sept. 22.

Adding fuel to the debate are several public interest groups that are critical of any plan which gives huge chunks of valuable spectrum to broadcasters at no cost (see page 11). "People are sick of the free lunch for broadcasters and want them to compete like everyone else," says Adam Thierer, economic fellow at the conservative Heritage Foundation.

The FCC has estimated that the digital spectrum alone is worth at least \$11 billion.

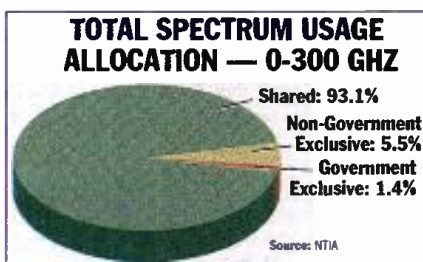
Both the House and the Senate versions of telecommunications reform would give broadcasters the digital channel for free, with no specific target date for returning their analog channel. However, these provisions may change during the budget process or in a House-Senate conference that will hammer out a final telecommunications-reform bill.

Although broadcast spectrum auctions are under consideration in the Senate, the House is more reluctant to subject broadcasters to auctions or set a deadline for return of the analog channel. Those familiar with spectrum values say the first \$10.3 billion in additional auction revenue will be relatively easy to collect by broadening and extending the FCC's auction authority.

Currently, the FCC must complete all its spectrum auctions by 1998. It



Senate Commerce Committee Chairman Larry Pressler and members Bob Packwood and Ted Stevens.



also must limit the sale of spectrum to subscription services for which there are two or more applicants.

The Senate telecommunications bill already authorizes the FCC to sell off spectrum until 2002. It also allows the FCC to sell licenses for everything from digital audio radio to electronic newsgathering. Essentially, the Senate bill would allow the FCC to sell all spectrum but that reserved for broadcast and public safety.

Even with the additional spectrum heading to the auction block, Senate spectrum revenue is still projected to fall \$3.7 billion short of the \$14 billion target, according to one source familiar with spectrum values. The revenue target was set by congressional budget committees.

Since a sale of public safety spectrum is highly unlikely, Congress must either find other government spectrum to sell or turn to the broadcast TV spectrum for revenue.

Congress is considering two possibilities: an upfront sale of digital spectrum or an auction of the analog spectrum by 2002. If the original broadcast spectrum were auctioned in 2002, broadcasters would have to abandon their analog channel by 2005, according to one plan.

Under the current advanced televi-

Hundt pushes public interest

FCC Chairman Reed Hundt hopes the digital airwaves will at least net some public interest commitments.

"Broadcasters cannot be merely commercial exploiters of the airwaves," Hundt said last Friday in a speech to the Museum of Broadcast Communications in Chicago. "They must be guardians of the public trust, using the public property of both digital and analog spectrum to improve the country."

During the speech, he restated earlier calls that broadcasters develop public interest contracts in each local community they serve.

Hundt also maintained that free over-the-air TV will continue to exist whether or not broadcasters compete for their second channels in auctions. "We know for sure that people are willing to pay for broadcast spectrum to get a chance to deliver free TV," Hundt said. "That's one of the lessons of Disney's \$19 billion price for ABC." —CM

sion plan, every television broadcaster in the nation will get a free second channel to make the transition to digital television. At the end of the transition period, broadcasters must return their analog channel to the government so it can be sold at auction.

Broadcasters insist that they have every intention of returning the analog channel once digital services have been established, but doubt that the transition can be accomplished in the 10 years allotted by congressional budget-cutters. "I don't think anyone knows how long [the transition will take]; it will become a market phenomenon," says Margita White, president of the Association for Maximum Service Television.

White and others say it will be difficult for broadcasters to make the transition to advanced television if they are forced to pay for the digital spectrum. "I really don't think a majority of them can afford it," White says.

In addition to budget pressures, some broadcast industry sources suggest that rival businesses also are behind the call for up-front auctions of the digital spectrum.

These rivals and potential rivals include the cable, cellular and comput-

er industries. "They are going to do everything in their power to keep broadcasters from becoming digital," one broadcast industry source says.

The National Association of Broadcasters says the federal government has large swaths of spectrum that could be auctioned before broadcasters give up their transitional channel. "I've got to believe that out of 6.5 ghz of federal spectrum, there has to be some that can be used in the private sector," says the NAB's Jim May.

In recent weeks, a heated debate has erupted between the NAB and the Commerce Department's National Telecommunications and Information Agency over the amount of spectrum

in government hands.

Last week, the NTIA called a news conference that included representatives from the Department of Defense, the Federal Aviation Administration and the Agriculture Department who said their spectrum needs will only increase. The NTIA also plans to release a report in coming weeks to refute the NAB's claims that the federal government is warehousing valuable radio frequencies.

Despite the disagreement over government use of the spectrum, NTIA chief Larry Irving last week insisted that the Clinton administration fully supports a digital transition for broadcasters. "We believe it is imperative. We believe it is the wave of the future." Irving said. ■

Groups want to give second thought to second channel

Several public interest groups—conservative and liberal—are forming a coalition to prevent the "giveaway" of a second channel to broadcasters.

The Campaign for Broadcast Competition expects to debut on Sept. 6 and hopes to ignite a public debate over whether each TV station should be given a second channel to introduce HDTV and other digital services.

"You don't give it away," says Faye Anderson, executive director, Council of 100, a group of prominent black Republicans and one of the coalition's leaders.

"It's an outrageous giveaway," says Gigi Sohn of the Media Access Project, another coalition leader. "Who says it's in the public interest to convert to digital? Who says it's [the broadcasters'] God-given right?"

The coalition covers the political spectrum. On the left with the Media Access Project is the Consumer Federation of America and, possibly, the Center for Media Education. On the right with the Council of 100 are the Small Business Survival Committee and Americans for Tax Reform.

"The public has to be given something for the exploitation of public resources," Anderson says. "The public is getting nothing but a raw deal out of this."

Revenue from auctioning the spectrum could be used to reduce the federal deficit or support education, Anderson says. At the very least, the granting of a second channel to a station should come with significant public service obligations, she says. For instance, requiring stations to provide free political advertising would mitigate the pernicious effects of campaign fundraising, she says.

Sohn agrees with Anderson, but with one exception: Auction revenue should not be sent to the "black hole" of the federal treasury, she says. It should be set aside for public broadcasting, public access programming or children's programming.

The House and Senate have passed telecommunications-reform legislation that virtually would guarantee stations the extra channel until digital TV sets become ubiquitous. At that point, stations would have to give back their current analog TV channel.

But changes could be made this fall as the bills are considered by a House-Senate conference committee. What's more, congressional budgeteers may want to put the extra broadcast spectrum on the auction block to help pay down the national debt. Estimates on the results of a spectrum auction run as high as \$35 billion.

"Broadcasters are walking away with this huge giveaway," says Brad Stillman, telecommunications policy director, CFA. "We have to make sure the public knows about it." —HAJ

FCC staff to be cut by 10%

Hundt says cutting of 180 jobs necessitated by lower-than-hoped-for funding

By Chris McConnell

The FCC plans to send out pink slips for the first time in its history. Citing a shortage of congressional funding, FCC Chairman Reed Hundt last week announced plans to cut the commission's staff by 10% during the next year. The planned restructuring calls for eliminating roughly 180 jobs. About 50 field office employees will be fired, with another 130 field office and Washington officials accepting early retirement.

"It is not good news," Hundt told FCC employees while announcing the plan. "I know you recognize that we're all in this together."

Hundt said he is making the cuts in response to House plans to provide \$186 million for the agency for fiscal 1996—\$40 million less than the commission requested. Hundt said he hopes to get more from the Senate, but is preparing for the House plans. "It's time for us to face the reality," he said.

The cuts follow increases in the commission's size during the past two years. Shortly after Hundt's arrival in 1993 the commission added 240 positions previously requested to implement the Cable Act. During fiscal 1994 the Office of Management and Budget signed off on another 307 positions, which were distributed throughout the commission bureaus.

Now Hundt hopes to cut the payroll from about 2,200 employees to 2,050. His plan calls for closing nine of 25 field offices, three of six regional offices and all nine of the commission's frequency monitoring stations. Hundt said the commission will replace the stations—which monitor transmissions for interference problems—with an automated system next summer.

He also said the commission will retain all of the field enforcement officials. Although nine field offices will

be closed under the plan, two staff members will remain in each location. Field positions targeted for elimination include monitoring and public relations jobs, Hundt said.

His plan also carries cuts at the Washington headquarters, although none of those reductions will require terminations. The Washington plan calls for a 15% staff reduction in the Cable Services Bureau and a 6% reduction in the Mass Media Bureau's staff ceiling. Staff size limits at the Office of Public Affairs, Office of Engineering and

Technology and the Office of Managing Director also will be cut. Some of the officials might move to the Common Carrier Bureau, which will add 50 jobs.

The staff reductions will not require consent of the other commissioners, although the closing of field offices will. Commissioner James Quello last week said he does not support the plan, voicing concerns that it will not assure the integrity of core commission functions.

"I believe any reductions should have been discussed with commissioners in advance of a one-day notice,"

Quello said. Hundt countered that commissioners had met several months ago to discuss the budget shortfall.

Also voicing concerns with the restructuring was Commissioner Andrew Barrett, who raised a series of questions about the plan in a memo to Hundt.

Commissioner Susan Ness said she has not fully reviewed Hundt's proposal, but said the commission needs to prepare for the next fiscal year. "The chairman is taking bold and responsible steps to restructure the commission," Ness said. ■

More baseball for satellite viewers

DBS services DIRECTV, Primestar and Liberty will offer out-of-market telecasts

By Chris McConnell

Out-of-market baseball is headed to satellite TV viewers.

DIRECTV, Primestar and Liberty Satellite Sports last week all signed deals with Major League Baseball to carry games to displaced fans. The deals, negotiated with baseball and rightsholder ESPN, allow the satellite TV providers to transmit games to viewers outside the markets of the home and visiting teams. Liberty, which delivers programming to C-band home dishes, was planning to turn on the service last Friday (Aug. 18), while DIRECTV and Primestar were eyeing September startups.

Liberty Satellite Sports President Glenn Gurgiolo stressed the importance of adding summer sports programming: "In June, July and August there is nothing but baseball."

Liberty, DIRECTV and Primestar will deliver games produced by the regional sports programmers that each company carries. Previously, each was barred from transmitting baseball games produced by the regional programmers to out-of-market viewers.

DIRECTV and Primestar will transmit them as separate packages. Primestar plans to provide a \$149 full-season package next year but will deliver the remainder of this season's games at no

charge.

"We think it's going to be a real good marketing tactic," says Denny Wilkinson, Primestar's senior vice president of marketing and programming. "It's a great preview for 1996 and beyond."

DIRECTV's Thomas Bracken last week said his company had not decided what next year's package will cost or whether the DBS provider will charge for the remainder of this year's games. Gurgiolo says that Liberty will add the games to its service at no additional charge.

He also said that the deal with baseball and ESPN will provide Liberty with access to more than 1,000 games next season. DIRECTV's Bracken predicted that his company will deliver 150-200 games this year.

Bracken and Wilkinson add that the baseball packages will not interfere with local broadcast and cable deals or with games for which ESPN has procured the out-of-market rights. Both say that their packages will not include games carried nationally by ESPN, although viewers still will be able to see those games by turning to ESPN, which has struck carriage deals with both DIRECTV and Primestar.

"This deal dramatically increases the number of baseball games, but it does not increase the number of local games," says Gurgiolo.

The deals, which cover the 1996 and '97 seasons, will not allow the satellite companies access to post-season games. Bracken says DIRECTV is still interested in striking a deal that would allow it to deliver post-season play. ■

Liberty to televise new baseball league

Cable programmer Liberty Sports has signed an agreement to televise the first season of the United Baseball League, a professional baseball league scheduled to start next spring. The agreement gives Liberty rights to broadcast 30-40 regular season UBL games on the company's regional sports networks, including Prime Sports. Another 25-30 games are reserved for broadcast and cable syndication, and an additional 26 games are slated for international broadcast.

Liberty also will create baseball-related shows for UBL and distribute selected games through its national radio network, Prime Sports Radio.

The UBL's first season begins March 28, 1996, with the league's eight teams playing a 154-game schedule (the regular season runs through the third week of September). The UBL's eight teams will be located in Florida, Los Angeles, New Orleans, New York, Washington, Puerto Rico, Vancouver, and Portland, Me. The league plans to expand to 16 teams by 1999. —JM



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Evansville
Flint-Saginaw-Bay City
Gainesville
Greenville-New Bern-
Washington
Honolulu
Huntsville-Decatur-Florence
Jackson, MS
Lafayette, LA
Macon
Madison
Mobile-Pensacola
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Toledo

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to continue the show. Sources confirm that Turner has talked to her about a movie deal. "There are lots of ways they can entice her," says Reif.

KWP's three key programs, from a revenue standpoint, continue to be *Oprah*, *Wheel of Fortune* and *Jeopardy!* TV station programmers note that *Wheel of Fortune*, while still a top performer, has eroded significantly in recent years, particularly among women 25-54, the key demographic for advertisers. According to a Petry Television analysis, the show's rating in that demo has dropped 6 share points since 1987 and 9 share points among women 18-34 during that time.

KWP aside, analysts say Turner still has a long way to go to muster the \$6 billion to buy CBS, as well as another possible \$2 billion to buy out Time-Warner's 17% stake in TBS.

"A lot of things have to happen before they could buy CBS," says Reif. "[The KWP deal] is one of them. They have to get capital and get rid of Time Warner. But it's very possible."

Turner clearly needs major investors to help him buy the network. And the publicized talks between Microsoft and TBS have been overplayed, according to Microsoft sources. Both sides say the only talks between the companies concerned Turner's possible participation as a content provider for Microsoft's soon-to-be-introduced online network.

"It really doesn't make sense for Microsoft to be a part of the Turner-CBS thing," says one source. Another says TBS itself may have put out word of a major alliance in the works in an attempt to get Westinghouse to make a partnership offer.

Westinghouse has not ruled out partners, but also has not had formal talks with potential allies since making its bid for CBS three weeks ago, sources say. Those familiar with the company's presentation to bankers two weeks ago also say that Jordan said nothing about pursuing partners to make the deal fly. "If it were part of the strategy, you have to assume he would have said something then."

But if Turner or some other company mounts a competing bid, it will almost force Westinghouse to seek other partners. Indeed, Westinghouse talked to at least one company—Harcourt General, publisher and cinema owner—before making its solo bid for CBS. Those talks fell through, and Westinghouse made its own deal. ■

Latest megamerger talk: GE-TW

CNBC's Dan Dorfman says his network's parent company, General Electric, is interested in buying Time Warner. Dorfman quoted a "senior GE official" as saying that GE Chairman Jack Welch has talked of his interest in acquiring TW. GE officials declined comment on the report.

NBC sources say they are unaware of any reopening of the talks that stalled last year concerning a possible NBC-Time Warner combination. As with the stalled NBC-Turner talks, the main hurdle then was the issue of control (both sides want it), sources say. Analysts didn't think there was anything to the rumor, noting that both the *Wall Street Journal* and the *New York Times* didn't publish a word about it last week. "At this point, I don't think this is anything more than Jack Welch sort of wistfully contemplating the expansion of GE's media holdings beyond NBC," said one analyst last week. "Clearly, he has to do something to stay in the game. Time Warner? After Disney-ABC, anything can happen." —SM

Tribune buys into Warner Bros. Network

By Steve Coe

Tribune Broadcasting Co., exercising the first of several options, has invested \$12 million in the WB Network for a 12.5% equity interest. Tribune has additional options to acquire up to 25% of the network. Tribune's involvement with WB until now mainly has been as an affiliate, providing coverage with its WGN-TV Chicago superstation and five other stations.

"This is the latest step in our evolving partnership," says Dennis FitzSimons, executive vice president, Tribune. "We are quite pleased with the WB [Network]'s growth and directions." WB, competing with the United Paramount Network to become the fifth established network, this fall will expand its programming from two hours to 13. To be added: Sunday prime time and a Saturday and weekday morning children's schedule. ■



Online options on Kids' WB!

Kids' online

The WB Network's new Kids' WB! Online debuted on America Online last Wednesday (Aug. 16). The online service is geared to kids and teens and features the network's children's programming. Its premiere on the Internet's World Wide Web is slated for mid-September, at the same time the programming debuts on the network.

Users are able to download exclusive footage of the first *Sylvester & Tweety* episodes produced in more than 30 years. Users can enter the service by typing keyword: *kidswb*. New episodes of *The Sylvester & Tweety Mysteries* will debut when Kids' WB! premieres on Saturday, Sept. 9.

The online service is a partnership between the network and the newly-created Warner Bros. Interactive Entertainment (WBIE). In addition to a package of entertainment programming, the new service will provide users with a newsletter about upcoming Kids' WB! programming, chat rooms and information about contests. —SC

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Special Report

ACTION HOURS

By David Tobenkin

The going remains tough for action hours, but the networks' greater patience—and willingness to experiment with innovative new shows—has paid off in large dividends for some producers and distributors.

Positive signs for the format include:

■ The use of the action hour to build a new network, UPN. The network's hit *Star Trek: Voyager* has garnered remarkable ratings, and UPN has now dumped its sitcoms and scheduled all action hours for its two nights of programming this fall (see page 28). Paranormal saga *X-Files* has developed into one of Fox's biggest hits, and several shows once on the fence—such as *Lois and Clark* and *Law & Order*—have rewarded the patience of network programmers with strong performances. And *ER* became this past season's dramatic hit with the kind of action and pacing that make it nothing if not a medical action hour.

MCA TV's willingness to experiment with a syndicated project ridiculed in many quarters—an updated, campy *Hercules* with humor, fist fights and cutting-edge effects—has paid off: The show has joined the pantheon of top-ranked syndicated action hours (see page 18). And although there has been a predictable winnowing of projects as time periods diminish, remarkable clearances for shows with two action hour veterans, David Hasselhoff in *All American Television's Baywatch* spin-off *Baywatch Nights* and *Hunter* star Fred Dryer in Buena Vista Television's *Land's End*,

prove that stations have confidence in the genre's appeal.

■ Increasingly active cable networks are producing their own programming, such as Showtime and MGM TV's *The Outer Limits* and several new USA Network shows, or are snapping up off-network hours, such as fX's preemptive bids for *Picket Fences* and *NYPD Blue* and the host of off-network shows slated by USA.

Networks

Many network and studio executives still seem exasperated when discussing the state of action hours on the broadcast networks.

"There is a lack of action shows on the air because these shows are expen-

of an action hour.

"The pace and intensity of *ER* have a lot of the effect of an action hour," says UPN President of Entertainment Michael Sullivan. "I don't think it has affected other shows yet, but it could. If you look at the most recent breakthroughs, *X-Files* and *ER*, the intensity and pace of the shows are more the hallmarks of success than the action per se."

Challenging *ER* head-to-head is perhaps the most unusual new drama of the season, Steven Bochco's *Murder One* on ABC, the first serialized law drama to follow a single Los Angeles court case for an entire season—and seemingly a ready-made replacement for the O.J. Simpson trial.

"We think there is room for both *Murder One* and *ER*," says Alan Stern-

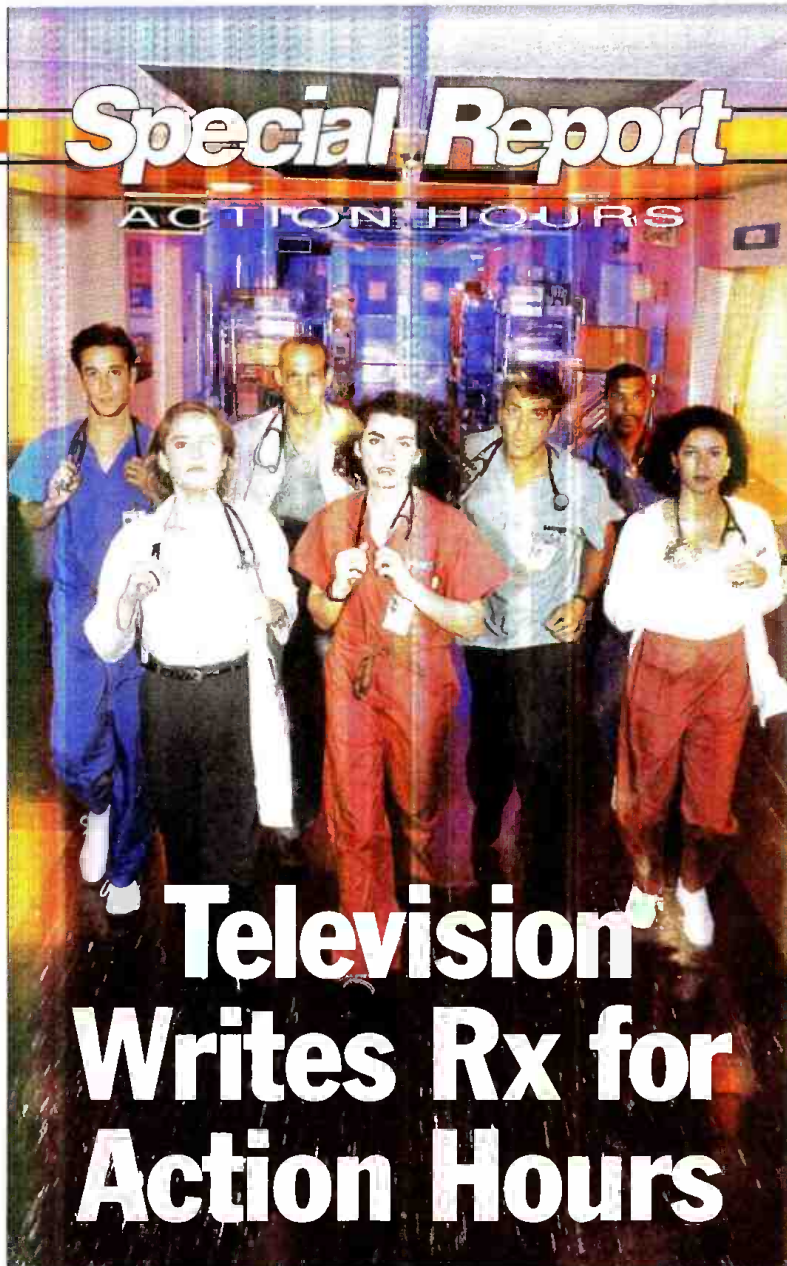
sive, and even then, they have difficulty competing with the special effects in an increasing number of movies," says Leslie Moonves, new president of CBS Entertainment and former head of Warner Bros. Television.

"The days of volume are over," says Universal Television President Tom Thayer, whose leading dramatic production machine is fielding one scheduled new network drama, *American Gothic*. "To be in the drama business, you have to be very smart, cost efficient and pick the right shows. We've walked away from several we might have pursued in the past."

But many others express more optimism than in the past because of the success of NBC's *ER*, which demonstrates the potential of a straight drama edged with the action and fast pacing

NBC hit 'ER' demonstrates the potential of a straight drama edged with the action and fast pacing of an action hour.

Television Writes Rx for Action Hours



feld, senior vice president of program planning and scheduling, whose network backed up those words with a highly unusual 23-episode order for the show. "ER had a fabulous year last year, but it had a tremendous lead-in and no competition, since it was up against two news magazines."

Meanwhile, the other sophomore medical drama, CBS's *Chicago Hope*, after losing a head-to-head battle with *ER*, has found a ratings foothold and critical success in its new home on Monday at 10 p.m., where it faces football and movie competition.

"This is an exciting time for prime time dramatic television because the reality shows have peaked, and we're going to see more episodic television and less news," says Paramount Network Television President Garry Hart, whose division is producing ABC action hour *The Marshal*, NBC's new *JAG* military courtroom/investigation show and UPN's *Star Trek: Voyager* for the coming season.

There are a number of success stories among returning action hours.

Most dramatic has been the success of paranormal investigation show *The X-Files*, which has risen from a 6.7 Nielsen household rating and a 12 share in September through May 1993-94 to a 9.1/16 for the corresponding period in 1994-95 and now ranks as Fox's third-highest-rated show among adults 18-49.

So it is all the more disappointing that two lead-in series aiming to appeal to the same audience have failed.

African-American superhero series *Mantis* and midseason virtual-reality suspense show *VR 5* opened strong last season, but soon petered out.

"We have been incredibly successful launching new shows before *X-Files*, and we've been incredibly bad at keeping them on," said FBC Entertainment President John Matoian at the network's presentation to advertisers last month. "We have gone after high-concept sci-fi and launched with big numbers, and then all of a sudden—week in, week out—those concepts have not held."

However, Matoian touted this fall's new *X-Files* lead-in, *Strange Luck*, Brandon Tartikoff's first prime time show since joining New World, as a project more accessible to a mainstream audience. The story is about a

photojournalist (D.B. Sweeney) who, as a child, was the sole survivor of an airplane crash; he continues to be at the wrong place at the right time and is able to intervene to save those threatened.

The shift of focus—from household numbers to demographic ratings—also seems to be aiding younger-skewing action hours such as ABC's *Lois and Clark*. Although the superhero-lite series' household performance has been only middling, its appeal to younger viewers has made it a successful show in the eyes of many.

Lois and Clark is entering its third

counterprograms sitcoms and faces no *Lois and Clark* or *The Simpsons*, this show may be able to attract more men and kids," says NBC Senior Vice President of Program Planning and Scheduling Preston Beckman. "It's a classic case of counterprogramming."

He also says that the show, which shifted from science to science fiction last season, will return to a more realistic base. "We became a little too weird and sci-fi-ish last season and strayed from what people liked about the show, which is the 'Oceans will be the next frontier' idea," he says. "Next year there will be more science fact with the



ABC's *'Murder One*, a law drama by Steven Bochco that follows a single case for an entire season, will go head-to-head with 'ER' this fall.

season after dislodging time-period competitors *Murder, She Wrote* on CBS from its longtime perch to a new slot on Thursday at 8 p.m. and *seaQuest DSV* on NBC to Wednesday at 8 p.m.

"This show has to some degree been a matter of patience and promotion," says ABC's Sternfeld. "After two seasons, we've found a reasonable balance between the adult relationships and the fun stories, and in an era when the television audience is increasingly fragmented, it is one of the few shows the whole family can watch together."

Some industry executives express surprise that the expensive *seaQuest*, which garnered a somewhat lower rating than *Lois and Clark* and has veered creatively during the past two seasons, was renewed by NBC.

"We think that on a night where it

ability to stretch the imagination."

Not as fortunate was *Earth 2*, lead-in to *seaQuest*, which was canceled because the network could save only one of the two and because an extensive back-story to *Earth 2* made it difficult for new viewers to follow, says Beckman.

That move has left Sunday accessible for a new action hour, says Matoian, and led Fox to slot new science fiction show *Space: Above and Beyond*. Its executive producers, Glen Morgan and James Wong, co-executive producers of *X-Files*, are capable of fulfilling the promise of the pilot, says Matoian, who points to their ability to sustain *X-Files* for two seasons.

Morgan says the show, a story of space marines fighting an alien invasion, differs from *Voyager* because of

its darker, grittier feel and younger cast. "This is not a pretty place," he says.

To avoid the audience drop-off when action-packed pilots are followed by lower-budget episodes, the second episode will have almost as much action as the first, Morgan says.

This fall will see a battle on Wednesday night at 10-11 between two courtroom dramas, NBC's *Law & Order*, which proved spry in its fifth season by improving its ratings to tie those of ABC's *PrimeTime Live*, and CBS's own new courtroom drama, *Courthouse*.

Battling *Murder, She Wrote* in its new Thursday 8 p.m. slot will be ABC's *Charlie Grace*, featuring Mark Harmon as a divorced ex-cop turned private investigator.

Despite *The Marshal*'s lackluster ratings against *Walker, Texas Ranger* on Saturday at 10 p.m., ABC has renewed the show, starring Jeff Fahey as a U.S. marshal, and placed it at 8 p.m. in head-to-head competition with *Star Trek: Voyager*.

Executive producer Daniel Pyne (*Miami Vice*) says the show represents a new evolution of action hours, given

naut on Thursday with Dick Wolf's *New York Undercover* and will face new competition from CBS's entry, *New York News*. *John Grisham's The Client*, based on the hit book and movie and unusual for its female protagonist, has been redeployed by CBS to Tuesday at 8-9 p.m.

Syndication

Declining ratings for many returning shows, a host of cancellations and absorption of time periods by new networks add up to cloudy skies for the first-run action hour market.

Most shows' ratings are down against programming in the time period last season, and with more network projects and one new network targeting action hours exclusively, that means tough competition for first-run shows.

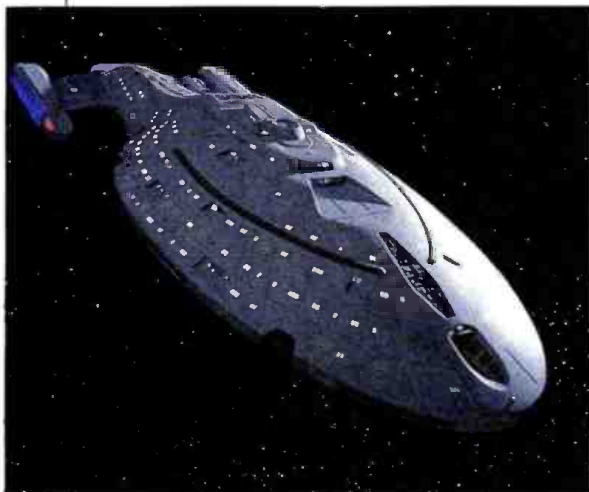
"Except for the top shows, the average first-run action hour just doesn't look like a network show in terms of quality," says Petry Director of Programming Dick Kurlander. "And with more competition, that's a problem."

Also cutting down available time periods for new shows is the practice by many stations of taking second runs of successful action hours on weekends, notes Blair Television Director of Programming Lou Dennig.

Still, there is no shortage of new action hour strips, with 12 poised to enter the market despite the fact that, of the 12 that premiered last season, eight have perished or are performing poorly.

And most of the latter 12 have strong clearance numbers. The success of MCA TV's *Hercules* has allowed the company to clear the show on 193 stations covering 98% of the country for a second season this fall and an even more remarkable 187 stations covering 97% of the country for the fall debut of spin-off show *Xena: Warrior Princess* (see page 25).

"What we're hearing from stations is that these shows are getting higher CPMs than are shows from the new networks, so we don't think the expansion of those new networks will affect us that much," says MCA TV President Shelly Schwab. "After all, if you were



'Star Trek: Voyager' (above) has largely put the UPN network on the map. ABC will pit action hour 'The Marshall' against 'Voyager' this fall. Fox action hour 'X-Files' (right) now ranks as the network's third-highest-rated show among adults 18-49.

On Friday night at 10, CBS's *American Gothic* suspense thriller (see page 26) will take on NBC's critically acclaimed but still marginally watched *Homicide: Life on the Street*.

Meanwhile, shows such as *Dr. Quinn, Medicine Woman* and *Walker, Texas Ranger* continue to show legs, beginning and ending CBS's Saturday night and winning their time periods as they enter their third seasons.

Quinn's new challenger from NBC this fall will be *JAG*, which marks the return of executive producer Donald Bellisario (*Quantum Leap, Magnum P.I.*) to the action hour format. While dealing with the military justice system, the show will focus more on investigative than courtroom aspects and will feature a large amount of action, Paramount's Hart says.

its limited number of chase scenes and greater story and character development. "Audiences are more tolerant of better storytelling now than when we made [*Miami Vice*]," he says. "We're not locked into mindless hours of cars driving by. I think what I bring back from my work on feature films is a sense of pace. Instead of 30 scenes in a show, we'll have 100, like a movie would."

The show also demonstrates the networks' greater willingness to schedule heavier action shows and straight dramas at 8 p.m., as does the 8 p.m. scheduling of *JAG*.

On Tuesday, *NYPD Blue* continues its success, ranking as the eighth-highest-rated show last season.

Fox, meanwhile, will continue to counterprogram the *Seinfeld* juggler-

a station affiliated with *Hercules*, would you give it up?"

Likewise, Buena Vista Television and MGM TV racked up impressive clearance totals for their first first-run action hour projects, *Land's End*, a Fred Dryer detective vehicle, and *The Outer Limits*, a science fiction anthology series, respectively.

And the scheduled repeal in August 1996 of the prime time access rule, which has prevented affiliates of the Big Three networks from airing off-network series in prime time, could free up early fringe periods by shifting top sitcoms that now run there to access, says former Cannel Distribution Co. president Pat Kenney. Kenney's new production and distribution company, The Money Machine, already has several action hours in development.

Still, Schwab concedes that the environment has prompted tough assessments by syndicators about what shows will be able to go the distance and accumulate the 100 or so episodes necessary for stripping and a healthy back-end. That was the thinking that led MCA TV to cancel the sixth-highest-rated syndicated action hour show this season and a show originally paired with *Hercules*—producer Rob Cohen's *Vanishing Son*—because *Xena* was thought to be a better show for *Hercules*.

Although the new networks have not entirely gobbled up time periods for syndicated action hours (themselves a fairly recent phenomenon, having displaced movies to weekends), they have made it more important to have flexible projects, says Samuel Goldwyn Television President Dick Askin, who is producing action hour *Flipper*, an updated series loosely based on the television show.

"We don't have to be at 8 p.m. across the country to work well," says



Syndicators are anxious to see how well the new strip of old episodes of 'Baywatch' performs.

Fall's new syndicated action hours

Show	Distributor	# of stations/ % coverage	Debut week
Baywatch strip	(All American)	165/94%	Sept. 25
Baywatch Nights	(All American)	180/95%	Sept. 25
Beyond Reality	(ACI)	100/82%	Sept. 18
Flipper	(Goldwyn)	128/85%	Oct. 2
The Hitchhiker	(Rysher)	130/85%	Sept. 25
Land's End	(Buena Vista)	170/98%	Sept. 18
Lazarus Man	(Turner)	DNA	Jan. 1996
One West Waikiki	(Rysher)	150/90%	Sept. 25
Outer Limits	(MGM)	174/96%	Sept. 11
Tales from the Crypt	(Genesis)	170/95%	Sept. 11
The Wanderer	(DLT)	NA	Sept. 25
Xena: Warrior Princess	(MCA)	187/97%	Sept. 4

Source: syndicators
Notes: NA—not available; DNA—does not apply

Askin. "This project is an excellent transition vehicle that will work well in Saturday and Sunday time periods."

As for most first-run programming this past season, new action hour disappointments far outstripped successes.

Among those falling by the wayside were *RoboCop: The Series*, *Thunder in Paradise*, *The Spelling Premiere Network*, *Sirens*, *Hawkeye*, *Vanishing Son* and the soon-to-depart *Pointman*. A spokeswoman at financially ailing GTV said *Space Precinct* will also probably not return.

If there is one conclusion by many of the action hour syndicators, it is that

action hours that are too soft, as Rysher executives now call the eagerly anticipated and rapidly canceled *RoboCop*, or that attempts to aggressively court female audiences, such as Worldvision's *Spelling Premiere Network*, *Sirens* and *Hawkeye*, may face tall orders in breaking through to wide audiences.

For Worldvision, the blow was particularly acute, given the syndicator's decision to add a third show, *University Hospital*, in midseason to replace *Heaven Help Us*—a decision one source said added \$5 million to the cost of the project. Aaron Spelling, vice chairman of Worldvision parent Spelling Entertainment, recently told BROADCASTING & CABLE that he has no further plans to produce dramas for first run.

The need for more action also was taken to heart by another show, Rysher's *Lonesome Dove*. With viewership skewing much older than expected and nominally high ratings trailing year-earlier time period predecessors in many markets, Rysher executives for the coming season have killed off pro-

tagonist Newt Call's wife, made him an outlaw and upped the action quotient.

Other successful action hour syndicators are scaling back. Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network will drop *Pointman* and allow stations to air remaining successful shows *Babylon 5* and *Kung Fu* on weekends out of prime time. The shows are now limited to prime time on weeknights.

Continuing to lead the way among individual shows is Paramount Domestic Television's *Star Trek: Deep Space Nine*, whose ratings have, however,

declined substantially during the past season. The show will up the action in its fourth season beginning this fall as the Federation again goes to war with the Klingons, and *Star Trek: The Next Generation's* Star Fleet Officer Worf (Michael Dorn) joins the show as a Federation diplomatic liaison to the Klingons. "While we're very pleased with the way the show has gone in the third season, we're not blind to the fact that there's been some slippage," says Rick Berman, *Star Trek: Deep Space Nine* executive producer.

Asked if *Voyager* and stripped versions of the original *Star Trek* and *TNG* may be wearing out the franchise's welcome, Berman says: "Adding another show wasn't my decision."

Ratings of the other top-ranked show, All American Television's *Baywatch*, are down slightly from last season as well.

A major question for all syndicators had been how well All American's new strip of old episodes of *Baywatch*, the first strip of an off-first action hour to be sold in the marketplace to stations that may not have aired the originals, would perform. The show in 17 metered markets has pulled a 3.7/8, virtually matching its year-earlier time period predecessor and trailing its lead-in slightly during the four weeks following its June 26 debut, according to Petry-generated Nielsen data.

"It's probably too early to draw any conclusions because of summer viewing patterns, but certainly it hasn't been a pleasant surprise so far," says Katz Television Director of Programming Bill Carroll. *Baywatch*, in 35 markets covering 40% of the country, will be rolled out to 130 additional stations this fall.

Other successful returning shows include Cannell's stalwart *Renegade*, which continues to show solid ratings



'Flipper' is an action hour series loosely based on the TV show.



'Land's End,' a detective show, has racked up impressive clearances.

as it enters its fourth season in syndication. Rysher's lower-rated *Highlander* also will return.

Both shows will begin airing stripped episodes on USA Network this fall. That move in *Renegade's* case caused concern at some stations about overplay of the 66 stripped episodes and viewers' possible resulting disenchantment. New World Entertainment executives, who assumed distribution responsibilities for the series after Cannell sold his production company to New World, at first tried to back out of a deal to air the

episodes on USA.

As Stephen Cannell himself noted recently, "I think there's a good case that can be made that people don't know *Renegade* and that exposure on USA will increase the ratings. The disagreement was a misunderstanding."

Those deals and others are blurring the distinctions between cable and first-run syndication, but in some cases are

saving the lives of syndicated shows.

Columbia TriStar Television Distribution's vampire crime-fighter saga *Forever Knight* appeared bound for a permanent grave after averaging a so-so 2.4 Nielsen gross average audience household rating. But now *Forever Knight* will see a second season in syndication as the result of a deal with USA under which the series will air weekends in national syndication followed by a Monday prime time airing on USA Network. Despite no change in the barter split on the show, more than 175 stations representing 91% of the country have signed on for another season.

"*Forever Knight* is ideally suited for a shared distribution plan," says CTTD President Barry Thurston. "The series already has a fanatically loyal fan base, despite limited exposure from its primarily late-night broadcast history. We believe this scheduling pattern will raise the show's profile, expand its audience base and, most important, drive viewers to both the cable and syndication markets."

Likewise, despite the traditional wisdom that anthology series face an especially difficult time succeeding, MGM TV has been able to clear *The Outer Limits*, its first action hour since reviving its first-run operations last year, in more than 96% of the country. It is MGM's partnership with premium cable network Showtime (which includes previous airings of the shows on the pay network) that has helped clear *The Outer Limits*, says MGM TV President of Domestic Television Distribution Sid Cohen.

"The way television is going, we have to be creative in the way we structure our deals," says Cohen. "This deal made sense for us because we hadn't done anything in first run since 1988, and debuting the shows first on cable showed everyone we could produce quality episodes."

The commitment of Showtime also gave MGM the confidence to greenlight a second season of 22 more episodes of the show.

And Showtime, production partner Trilogy and MGM will return to the same formula with new cable/first-run show *Poltergeist: The Legacy*, which will begin production on 44 episodes even before MGM starts clearing the project for fall 1996. A third project with an additional 44 episodes is in

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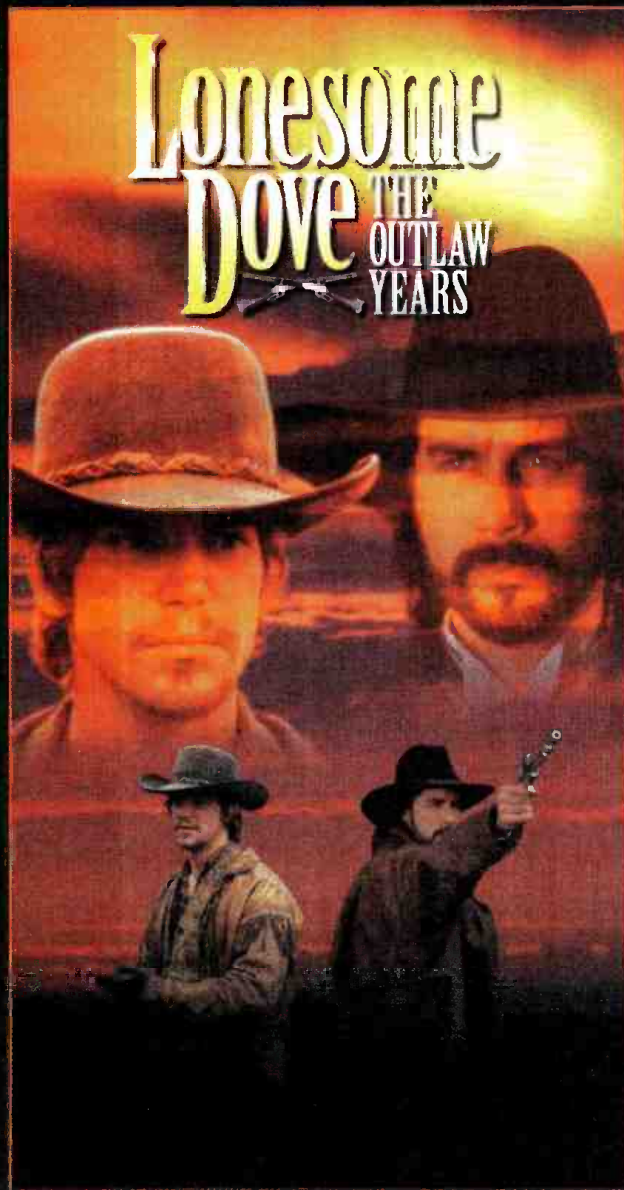
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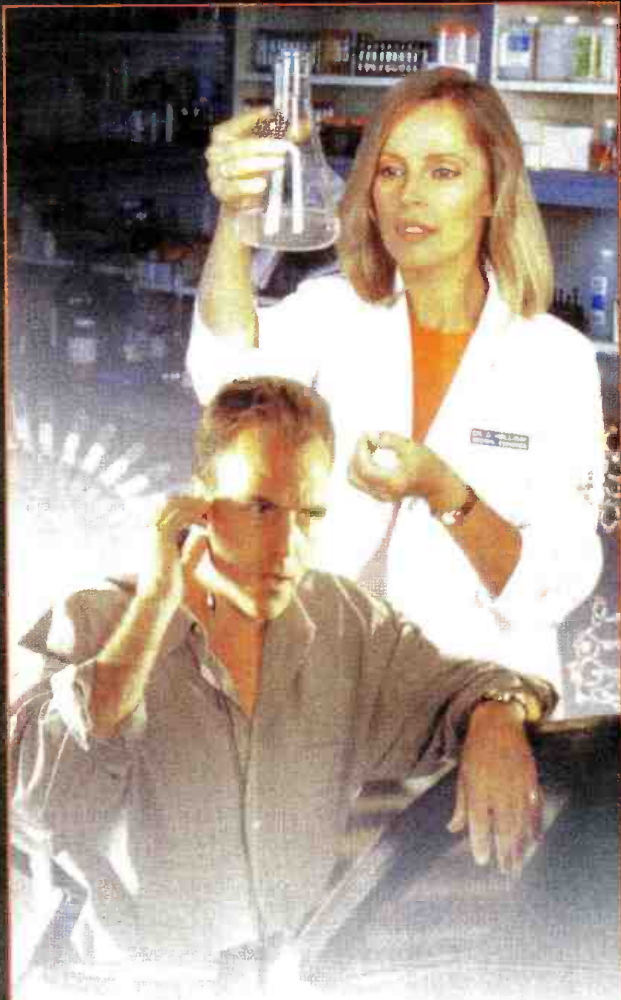


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the works from the production partners for 1997.

The flow of shows between broadcast and cable is now going two ways, with ACI successfully selling *Beyond Reality*, an off-USA paranormal drama starring Shari Belafonte, to stations in more than 80% of the country.

Despite weak ratings for ACI's *High Tide* this past season, the show, buoyed by strong international sales, will return for a second season, says Executive Vice President Michael Weiser. The show is moving production from New Zealand to San Diego to improve production values and entice more high-profile guest stars. It also has added veteran producer Stu Segall (*Renegade*) to the show.

Other new shows for fall include DLT's *The Wanderer*, starring feature film actor Bryan Brown in the dual role of a billionaire financier and his evil twin, both of whom live as medieval knights and have been reincarnated in the past; *Tales from the Crypt*, an off-HBO and Fox horror anthology series distributed by Genesis as an hour Saturday night vehicle, and *The Hitchhiker*, an off-HBO anthology stripped series of psychological thrillers distributed by Rysher.

For midseason 1995-96, there is Turner Program Services' first venture into action hours, *The Lazarus Man*, starring Robert Urich (*Vega\$*) as a man who is buried alive during the Civil War, escapes, and must reconstruct his identity.

MCA TV will continue to roll out one action hour pilot per quarter for airing by affiliates of *Hercules* and *Xena*. The first project is *The Adventures of Captain Zoom in Outer Space*, a movie being co-produced by premium cable service Starz! It will air there first, Aug. 26, and then in syndication.

Rysher Entertainment will produce its next action hour, *F/X*, for fall 1996 and has added *Models Inc.* veteran Cameron Daddo as the Hollywood special effects wizard lead character. Twenty hour-episodes and a two-hour pilot are planned at an average per-episode cost of \$1.2 million.

SeaGull Entertainment is mulling a *Tarzan* hour that would be based on the classic Edgar Rice Burroughs novels and that might receive a boost from a new motion picture in the works.



Showtime isn't big on action hours, but the high production values and anthology nature of 'Outer Limits' is a good fit for the cable channel.

Cable

Cable networks increasingly are buying off-network hours and producing more original hours in an attempt to approach broadcast in terms of production values.

"These networks have established a certain look and quality, and they have to feed that," says Katz's Carroll. "If you turn on USA and see *Murder, She Wrote* or other network product on the air, it presents the same visual look and quality as CBS. Just as independent stations have acquired a parity of look by buying off-network product, so now is cable."

"The cable networks for years have not been serious customers, and suddenly they have new owners and new commitments and are becoming bidders for acquired product," says MCA TV's Schwab. "For *Northern Exposure* [which ultimately was sold to stations last year], we had three cable networks seriously bidding on the show."

USA and other networks also are quick to use off-network shows to exploit perceived weaknesses of the broadcast networks. With CBS moving *Murder, She Wrote* from its longtime Sunday 8 p.m. perch to Thursday, USA on Sept. 24 will move its Thursday off-net episodes to Sunday at 8 p.m. The show's existing strip at 8 p.m. has averaged a 2.7 Nielsen rating so far this calendar year and will continue four

weekdays per week in the fall.

This fall, USA will run its acquired *Highlander* and *Renegade* strips at 5-6 p.m. and 6-7 p.m. weekdays, respectively. They replace a current double-run of *Knight Rider*, which will be moved to a single 4-5 p.m. run. USA Networks Entertainment President Rod Perth says action hours in the slot have effectively counterprogrammed King World game shows and off-network sitcoms on broadcast stations.

Other newly acquired off-syndication product includes 22 episodes of *Acapulco Heat*, which airs Sunday nights at 9, and 22 episodes of *Sirens*, whose programming slot has not been set.

Perth says the acquisition of a USA window for CTTD's first-run *Forever Knight* (Monday nights at 10-11 beginning this fall), a show he developed while at CBS, will give the show a second chance to attract a large audience. "It's a well-produced, smart, literate hour that has had its performance impacted by its clearances," he says. "For affiliated stations, their last priority is to promote a late-night, once-per-week hour."

USA also landed the strip of *Baywatch* for airing beginning in fall 1997, after two seasons of repeats in syndication to stations.

Several of the cable channels are aggressively expanding their use of off-network shows, including USA and Showtime, both of which are dramatically expanding their production of first-run action hours.

Stephen J. Cannell Productions' *Silk Stalkings*, which began life on CBS's Crimetime After Primetime block and is entering its fifth season on USA Network, is the highest-rated original drama on basic cable, with a 2.8 for January through July 23 on Sunday night and Monday night airings, up 22% from 1994 ratings.

In January, USA will premiere original action hour *Bike Patrol* from producers Gary Nardino and Bill Ness Saturday at either 7-8 or 8-9 p.m. The ensemble police drama centers around Santa Monica bicycle cops and the

area's active, on-the-edge lifestyle, with 13 episodes ordered. "It's a new way of doing a police show," says Perth.

The network also is developing three weekly action hours. They are a project about pilots, *Blue Angels*; a show based on the feature film "La Femme Nikita," and one from Cannell about two brothers and a sister who become police officers. Perth says he would like to see one of the projects on the air by next spring.

One show that will not return is William Shatner's *Tekwar* science fiction show, a victim of low ratings.

Although it is highly unusual for premium service Showtime to program action hours, *The Outer Limits* fits the bill because of its high production values and anthology nature, says Steven Hewitt, executive vice president of the Showtime Entertainment Group.

"This is a presold idea that everyone knows about, and we liked the fact that it was an anthology, since each episode is like a mini-movie," he says.

Hewitt says the network has tried to set the show apart from syndicated action hours by using a feature film production company, Trilogy Entertainment ("Backdraft," "Robin Hood: Prince of Thieves"), to produce the project using film rather than videotape. He says the content is more graphic and the language more explicit in the cable version than in the syndicated version of the show, which is shot separately.

A measure of the project's success, says Hewitt, is that it has increased its movie lead-in by 20% on Friday at 10 p.m. from a year earlier.

Hewitt is exploring other action hour projects to be shared with MGM TV, in addition to the previously mentioned *Poltergeist*, including a possible show from Warner Bros. based on its "Mad Max" feature film series.

For A&E, stripped episodes of *Law & Order* at 11 p.m. ET have proved to be one of its highest-rated series, garnering a 2.1 gross average audience season-to-date.

Another A&E hour show, British mystery *Lovejoy*, is entering its fifth season on the network.

Fox cable channel fX, meanwhile, has picked up rights to Twentieth Television shows *NYPD Blue* and *Picket Fences* through preemptive bids that some rival sellers of product called sweetheart

deals. *Picket Fences* will begin running this fall and *NYPD Blue* in 1997.

The Family Channel, under new MTM Entertainment Chief Executive Tony Thomopoulos, who programs the network (Family and MTM are co-owned by IFE Entertainment), is continuing its commitment to western-themed action hours, with a Saturday early-evening western-themed block that includes *Bonanza*, originally produced Australian outback show *Snowy River: The McGregor Saga*, and episodes of *Paradise*.

"We like to call these shows adventure shows because we think 'action' has a pejorative ring to it," says Thomopoulos. "What makes these shows



USA Networks uses 'Highlander' to counterprogram King World game shows and off-net sitcoms on broadcast television.

work for us is that they have a lot of activities that are done in a way that is cinematically acceptable and because they also feature strong characters and positive social values."

TNT, for its part, continues with an older block of stripped action shows, dubbed "lunch-box shows," that air from 11 a.m. to 7 p.m.

"If the show was popular enough in its time to have a lunch box, it fits into our block," says Lisa Mateas, senior vice president of programming for TNT, explaining the block. The shows include such strips as *The Wild, Wild West*, *CHiPs* and *Starsky and Hutch*. The network also strips off-network drama *In the Heat of the Night* at 7-8 p.m. ■

MCA muscles in on action hours

On strength of 'Hercules,' producers add 'Xena'

By David Tobenkin

When MCA TV in 1994 launched its Action Pack syndicated package of telemovies (featuring five different recurring movies by feature film producers and directors), Sam Raimi and Rob Tapert's *Hercules: The Legendary Journeys* was deemed by many the runt of the litter.

"Few people paid much attention to it or gave it much chance for success compared [with] the other projects," says MCA TV President Shelly Schwab. A 6.0 Nielsen gross average audience household rating after the five *Hercules* movies aired made it clear, however, that the superhero might pack a punch after all.

And so it has. Since January, when MCA launched *Hercules* as a weekly syndicated show, it has risen to rate consistently among the top three syndicated action hours.

"It surprises a lot of people, but it doesn't surprise me and a lot of people at MCA," says Schwab. "We felt good about it because we knew the people who would do it, Sam and Robert, have such a strong track record and had such passion behind it that it had a shot."

Now Tapert and Raimi, whose feature film credits include "Darkman" and Jean-Claude van Damme thrillers "Time Cop" and "Hard Target," are expanding their small-screen ambitions.

For fall they are producing syndicat-

ed *Hercules* spin-off *Xena: Warrior Princess* and CBS suspense thriller *American Gothic*, which deals with an evil sheriff who terrorizes a small town. All three projects are being distributed by MCA Television Group, with which Raimi and Tapert's Renaissance Pictures has a production deal.

With the syndication and network markets littered with the cancellations of action hour projects, Tapert says it is the pair's theatrical approach to the action and suspense elements in their shows that sets them apart.

"I think we bring a greater and wilder action than normal," he says. "*Hercules* is a big barroom brawl on a massive scale, while *Xena's* action will be more a Hong Kong style of acrobatics, martial arts and weaponry."

They also give credit to "*Hercules*" himself, Kevin Sorbo, who they say strikes an appealing balance between camp and a strong image that makes an impression on adults, teens and kids.

Tapert says Raimi, who directed "*Darkman*" and "*Army of Darkness*," has met extensively with the directors of *Hercules* and *Xena* to infuse them with his trademark kinetic camerawork and suspenseful editing.

American Gothic's signature will be suspense rather than action, he says. "There's not too much violence, because violence is a turnoff," says Tapert. "It's the threat of violence that drives the audience crazy."

However, the opening scene in the *American Gothic* pilot was an early—and glaring—exception to that game plan. In the scene, a man hits his 16-year-old daughter with a shovel. The evil sheriff (Gary Cole of *Midnight Caller*) walks up and snaps her neck. An uproar followed release of the tapes to television critics; the scenes eventually were shortened to imply rather than dramatize the blow, and the thud of impact was removed.

Raimi later told the critics that although he understood their concerns, he felt the scene was essential to establishing the amorality of Cole's character.

The series, created by former teen



Some doubted the strength of '*Hercules*,' which launched in January, but the MCA strongman is a top action hour.



MCA will debut '*Xena*' this fall, which rides in on the power of '*Hercules*.'

heartthrob and *Hardy Boys* star Shaun Cassidy, is scheduled for Friday at 10 p.m., a low HUT slot but one that will allow the show to face relatively light competition from *20/20* on ABC and *Homicide: Life on the Street* on NBC. Tapert hopes that *AG* will garner a crossover lead-out audience from Fox's own quirky show at 9-10 p.m., *The X-Files*. "We think this will be an accessible version of *Twin Peaks*," says Universal Television President Tom Thayer. "It has a very fine tonal line and a good premise and a writing staff that can take it in a lot of directions."

Despite their use of visual effects

and action, shows like *Hercules*, concludes Tapert, are no less in need of good writing.

"After looking at all the episodes and which ones have rerun best, we realized the shows that did the best weren't those with the best special effects," says Tapert. "The episodes that rerun the best are the ones with good stories, good villains and some sort of moral and redemption to them. We're trying to create stories that flow out of personality and goals."

Tapert and Raimi find themselves concentrating almost exclusively on television less by design than by fortuity, says Tapert.

"We did something that spun out of something else," he says. "It's not as lucrative as feature films that work, but what I enjoy most about producing television is that in feature films you spend 18 months producing two hours, whereas television is a whole different ballgame."

Commitments to 57 hours of programming for the coming year, 22 episodes each for the syndicated shows and 13 for *American Gothic*, will keep them busy for the time being, Tapert says. But the pair already is developing another action hour for fall 1996, a pirate saga that would feature their former Renaissance partner, actor Bruce Campbell.

Ironically, Tapert and Raimi nearly swore off action hours just before *Hercules* and after their experience producing the pilot for *Mantis* last season for Fox. They left the project after serious creative differences with Fox.

"It was a horrible battle, and eventually we were paid off and left," says Tapert of the groundbreaking project, which featured Carl Lumbly as an African-American superhero. The show repeatedly was tinkered with by Fox, including a reduction of its African-American elements to broaden its audience, but it never gained a ratings foothold and was canceled.

"[Fox] violated a basic rule of a superhero story," says Tapert in retrospect. "They failed to protect their hero and made him not a hero." ■

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Motion Picture &
Television Imaging

UPN takes action against competition

Counterprograms for new season with all dramas

By David Tobenkin

In theory, a new network's prime time schedule should be built with a mix of comedies and dramas: the former to hook women and children, the latter to attract men and older viewers and provide a solid news lead-in audience.

That's the way Fox did it, with hit comedies including *Married...With Children* and *The Simpsons* and dramas such as *21 Jump Street* and *Beverly Hills, 90210*.

So much for theory. After truncated first seasons that began last January, the new WB and UPN television networks have decided to concentrate for now on what they think they do best.

UPN, whose *Star Trek: Voyager* action hour has largely put the network on the map, this fall replaces two comedies that followed the Monday night show—and failed to retain its audience—with a new action hour, *Nowhere Man*, at 9-10.

Despite three action hour burnouts—*Marker*, *The Watcher* and *Legend*—on Tuesdays this past season, that night in 1995-96 will remain all action hours with the additions of *Deadly Games* at 8-9 and *Live Shot* at 9-10.

(Meanwhile, WB will maintain an all-comedy first night and complement it with five sitcoms and an animated show on its second night—Sundays—which debuts this fall.)

For UPN, the decision to go all-drama was an easy one, says UPN President of Entertainment Michael Sullivan. "You have to go with the best counterprogramming opportunities you have," he says, noting that dramas may stand a better chance against network veterans like CBS's *Murphy Brown* and *The Nanny* on Mondays and Tuesday's powerhouse trio of *Home Improvement* and *Roseanne* on ABC and *Frasier* on NBC.

A new network trying to launch successful comedies faces a catch-22, he says: "Most new comedies need to be



UPN testing indicates that 'Star Trek' fans will stay tuned for 'Nowhere Man,' (above) about a photographer on the run.

nurtured in a slot after another comedy."

As for WB, Head of Programming Garth Ancier says all-comedy "was a profile we thought would be attractive and a good profile," adding that comedies offer a more balanced male/female ratio than do action hours, which skew to men.

"Another important factor was the repeat consideration," Ancier says. "Comedies repeat better than dramas, and in your first year you're going to have a lot of repeats."

Ancier says, however, that in addition to Spelling ensemble drama midseason order *Savannah*, he has made a pilot commitment to Cannell Entertainment to produce an as-yet-undetermined action hour pilot for WB for fall 1996.

In addition, the network is redeveloping a pilot produced by Warner Bros. last year, *77 Sunset Strip*, "a highly stylized *Miami Vice*-type project with hand-held shooting," says Ancier.

Sullivan says his Monday night decision to follow *Voyager* with

Touchstone Television's *Nowhere Man*, the story of a photographer on the run, was obvious after testing indicated that *Star Trek: Voyager* fans would watch the show.

"The comedies were dropping 50%-70% of the audience of *Voyager*, and *Nowhere Man* tested phenomenally well with *Star Trek: Voyager* watchers," says Sullivan. "In the first focus group, we had to press people for negatives. It was all so positive. After the show there were people discussing the show in the lobby. You have to respond to that."

Ironically, *Nowhere Man* edged out the intended lead-out, *Deadly Games*, a futuristic fantasy from Viacom in which a man's computer game creations enter the real world. It was executive-produced by Paul Bernbaum and *Star Trek* veteran Leonard Nimoy.

"Leonard Nimoy sees every science fiction idea for television, and he came up with the idea for a light action/adventure piece of humor and fantasy," says Sullivan. "At 8 p.m. Tuesdays, with *Full House* out of that time period, you have nothing appealing to a younger audience besides *Roseanne*."

As for *Live Shot*, the fast-paced television news drama from Rysher Entertainment and Dan Guntzman and Steve Marshall (both of *Growing Pains* and *WKRP in Cincinnati*) "was the kind of drama we thought we could nurture over time," says Sullivan, who gave 13-episode orders to it and the two other new shows. "Usually this sort of show would air at 10 p.m., so it's in a way counterprogramming."

And more action hours may be on the way. Although the schedule for UPN's March expansion into Wednesday night (which could be shifted to another night) has not yet been determined, Sullivan confirms he is considering scheduling dramas that night.

In development for UPN are Cannell alien invasion show *Them*, Dick Wolf/Universal avenging ex-cop drama *Swift Justice*, Paramount-distributed "Mission Impossible for the '90s" show *Shadow Ops* and Paramount-distributed *The Sentinel*, the story of a policeman with extrasensory powers. The network also is considering scheduling an unusual action half-hour: a basketball drama, *Hoops*, from MTV and Paramount. ■

'Donahue' loses New York

Cancellation by WNBC-TV raises questions over future of veteran talker

By Steve Coe

The 1995-96 television season looks as if it might be the last for Multimedia's *Phil Donahue* in the wake of WNBC-TV New York's decision to pull the talk show from its lineup in the country's number-one market.

WNBC-TV last week announced its fall schedule, which did not include *Donahue*. The show will be replaced at 4-5 p.m. with *Sally Jessy Raphael*, another Multimedia property. *Donahue* had been a staple on the station's daytime schedule for the past 18 years.

With the decision by WNBC-TV, Multimedia is left without clearances in New York and San Francisco for the longest-running syndicated talk show. Richard Coveny, Multimedia's executive vice president, says that chances are not good that *Donahue* will find a clearance in New York, but it nonetheless will go forward as planned for the upcoming season.

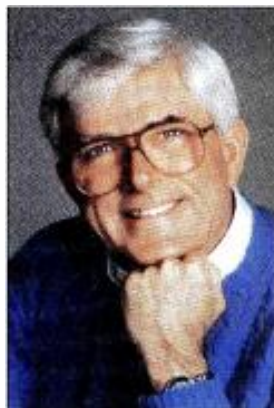
"People's schedules are for the most part already set," Coveny says when asked about a possible last-minute clearance in New York or San Francisco, the number-five market. Even with-

out either city, "we'll still be cleared in more than 80% of the country and the only question is whether we'll be back for the '96-'97 season," Coveny adds.

Bill Bolster, WNBC-TV president/GM, says the decision to drop *Donahue* "was a tough call. Over the last 28 years, Phil Donahue has become an American institution. He literally changed the face of syndicated television programming. He has brought joy, insight and at times inspiration into the homes of millions of American viewers. However, the program has continued to trend downward in the ratings. In order to make room for the noon news, we had to eliminate an hour of programming and we dropped the lowest-rated show in our afternoon lineup."

Beset in the past few years by younger competitors who increasingly focus on more salacious topics, the issue-oriented *Donahue* has steadily declined in households and among key female demographics. In a July 1994 to July 1995 comparison, the show was off nearly 25% in New York households, finishing last month with a 3.8 Nielsen rating/10 share. With the

Phil Donahue's future is uncertain following his show's loss of a New York affiliate



exception of *Montel Williams*, all of its competitors in the 4 p.m. time slot beat the venerable talker. *Oprah*, easily in first place in the market, averaged a 7.4/20, followed by *Ricki Lake* with a 5.0/12 and *Geraldo* with a 4.6/13. Among the key female demos of 18-34, 18-49 and 25-54, the show was off 20%, 23% and 23%, respectively.

Donahue had served as the anchor for the station's three-hour afternoon talk block with Paramount's *Maury Povich* at 2 p.m. and *Sally* at 3 leading into *Donahue*. Both shows were generating higher ratings than *Donahue*: In July *Sally* averaged a 5.2/16 and *Povich* a 3.9/12, with both shows flat versus July 1994.

Although WNBC-TV will not air the show, the station still will be paying Multimedia for it—reportedly \$35,000 a week for the remainder of its contract

DreamWorks signs Bloodworth-Thomason

Linda Bloodworth and Harry Thomason and their Mozark Productions have signed an exclusive deal with DreamWorks Television to develop and produce programming for the new studio. The deal was announced Aug. 16 by Dan McDermott, head of DreamWorks Television.

The deal provides advantages to both the producers and the new studio. For its part, DreamWorks gains an entree into CBS by way of Mozark's five-series commitment deal signed with the network in 1990. The deal provides for three more series projects from the husband and wife team. Conversely, Mozark now has an entree into ABC by way of DreamWorks's deal with that network.

Also as part of the deal, DreamWorks will hold an ownership stake in any new programming produced under the deal and will distribute shows from the duo. As part of the existing deal CBS has with Mozark, the network is responsible for covering all production deficits incurred for the five shows. The deficits will be repaid by Mozark only if the shows reach an agreed-upon number of episodes.

"We look to Linda and Harry to bring to DreamWorks

the creativity and production expertise that has been their trademark and brought them such success," said McDermott. In responding to the deal, Jeffrey Katzenberg, who co-founded the studio with David Geffen and Steven Spielberg, said: "For more than a decade, they have been associated with television, and we look forward to future success with them."

The deal also provides for the producers to become involved in feature films. "I am excited

about collaborating with them for both film and television," said Spielberg. "They know how to deliver entertainment with intelligence and originality."

Bloodworth and Thomason have served as executive producer on all their shows, with Bloodworth handling most of the writing and Thomason directing many of the episodes. The pair has been responsible for *Designing Women*, which ran for seven seasons, and *Evening Shade*, which had a four-year run, both on CBS. Most recently, the pair created and produced *Hearts Afire* for the network which failed to catch on during its spotty three years in prime time.

—SC

unless the syndicator is able to find another station to clear it in New York. WNBC-TV's contract for *Donahue* expires in September 1996, according to a station spokesperson.

Sources in the market say that WNBC-TV alerted Multimedia nearly two months ago that it was considering dropping the show from its fall schedule to give the syndicator the opportunity to find another clearance in the market. Sources say Multimedia was unable to find any takers.

Aside from *Donahue's* sinking ratings, another reason the station was reluctant to keep it is the uncertain future of Donahue himself. Multimedia has been renewing the show on a yearly basis, and according to published reports, the host initially was reluctant to sign for the 1995-96 season. The past few years have seen speculation that the longtime host may run for political office. Finally, one rep source suggested that WNBC-TV was interested in slotting a show that would be more competitive for the lucrative daypart. ■

Hallmark to distribute New SpyGaze

Television writer/producer Donald Wrye has formed SpyGaze Pictures, which will produce made-for-television movies and miniseries for the networks and cable.

Wrye, whose credits include *Amerika*, *Divorce Wars* and *Lucky Day*, left his in-house production deal with Hearst Entertainment to form SpyGaze, which he will serve as president.

In addition, Jim D'Antoni, most recently head of D'Antoni Productions Group, has joined SpyGaze as executive vice president, and former Paramount Network Television executive Winship Cook also has joined the company, as director of development.

The Santa Monica, Calif.-based company has a worldwide output deal for its movies and miniseries to be distributed by Hallmark Entertainment. "Through his new company, Donald Wrye will continue to bring quality productions to the small screen. Hallmark Entertainment is proud to be associated with a producer of Donald's caliber and pleased to play a part in this new venture," said Peter von Gal, Hallmark executive vice president. —SC

Canal Fox adds the NFL

Latin American service beefs up programming, sales efforts

By Steve Coe

News Corp.'s Canal Fox is adding new programming and opening two new offices in an overall expansion of its Latin American cable service.

In making the announcements, Kim Hatamiya, Canal Fox general manager and senior vice president, also said the channel's subscriber base is at 4.2 million, the highest level in its history.

Beginning this fall, the service will carry Fox's NFL coverage of the under the Fox Sports banner, with Sunday coverage that will include the Fox pregame show, the games and other sports-themed shows such as *Grunt & Punt* and *This is the NFL*. The Fox Sports programming on Canal Fox will begin on Aug. 26 with a preseason matchup between the San Francisco 49ers and the Seattle Seahawks. The full slate of sports programming will begin on Sept. 3, the opening day of the NFL season. In addition to the regular announcers of John Madden and Pat Summerall, Canal Fox also will provide live Spanish and Portuguese commentary.

In addition to the new sports block, Fox is adding a weekday morning children's block to its existing children's schedule, and Planet Fox, a weekday and Saturday science-fiction block.

The new morning block will consist of *The Mighty Morphin Power Rangers* and *V.R. Troopers* to form an hour of live-action programming. The block adds to Canal Fox's existing children's programming which airs weekday afternoons and on the weekend.

The programs that compose the Planet Fox block include *The Twilight Zone*, *Beyond Reality*, *Time Tunnel*, *Voyage to the Bottom of the Sea*, *Lost in Space* and *Land of the Giants*.

As part of Canal Fox's prime time programming, *Fox Spotlight*, the channel is adding themed nights for its movie presentations including comedies on Thursdays, sci-fi/horror on Fridays and action on Saturdays. The service also will debut the Fox series *VR. 5* in November.

In addition to the new series, the channel is adding music specials and a music concert series that will feature Stevie

SYNDICATION MARKETPLACE

'Power Rangers' withstands test

Federal Judge Manuel Real dismissed a lawsuit against Saban Entertainment over the ownership and copyright of *The Mighty Morphin Power Rangers* property. Calling the lawsuit "meritless," Real dismissed claims by former FBI agent Herbert Simmons that Saban created *Power Rangers* based on his "Star Patrol" idea. In addition to dismissing Simmons's case, the judge signed an order that allows Saban to recover its legal fees in defending the lawsuit. The ruling also cleared related claims against 20th Century Fox Television, Fox Broadcasting Company and Graz Entertainment.

'Moon' rising in 87 markets

DIC Entertainment and SeaGull Entertainment's *Sailor Moon* has been cleared in 87 markets, representing 84% of the country. The

strip kids show debuts on Sept. 11, and DIC has produced 65 half-hour episodes for the first season. The new market clearances include KDFI Dallas, KTXH-TV Houston, WBNX Cleveland and WHSL St. Louis. —SC

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 5. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.5/226/98
2. Jeopardy!	9.1/218/98
3. Nat'l Geo On Assignment	7.0/194/97
4. Oprah Winfrey Show	6.8/238/99
5. Entertainment Tonight	6.2/180/92
6. Baywatch	6.0/227/95
7. Wheel of Fortune-wknd	5.8/175/81
8. Family Matters	5.6/195/93
9. Jenny Jones	5.5/207/96
10. Inside Edition	5.4/178/93
10. Ricki Lake	5.4/226/98
10. Star Trek: Deep Space 9	5.4/238/99
13. Fresh Prince of Bel-Air	5.1/138/84
13. Hard Copy	5.1/189/93
15. Married...With Children	4.9/180/94
15. Roseanne	4.9/181/92
15. Simpsons	4.9/136/86

PROGRAMMING

Wonder and Terence Trent D'Arby, among others. The specials include *People: A Musical Celebration of Diversity*, an animated special honoring the 50th anniversary of the United Nations, and *Latin Rock Nights*, recorded live at the 28th Montreux Jazz Festival.

The two new affiliate sales offices will be located in Mexico City and Sao Paulo, Brazil. Coinciding with establishment of the offices, Hatamiya announced that Andrew Thau has been promoted to assistant general manager/senior counsel with responsibility

for all of the channel's affiliate sales. Heading the Mexico City office will be Alex Marin, regional director, affiliate sales and relations, and overseeing the Sao Paulo office will be Axel de Torsiac holding the same title. Both will report to Thau. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 7-13

Week 47	abc	CBS	NBC	FOX	U/P/N
	8.8/16	10.2/18	8.8/16	4.4/8	2.5/4
MONDAY	8:00 29. NFL Pre-Season Football—Minnesota Vikings vs. San Diego Chargers 8.8/16	17. The Nanny 9.8/19 14. Dave's World 10.7/20 10. Murphy Brown 11.3/20 12. Cybill 11.1/19 27. Chicago Hope 9.1/16	42. Fresh Prince 7.9/15 45. In the House 7.8/14	73. Encounters 4.6/9 80. New York Undercover 4.1/7	82. Star Trek: Voyager 3.2/6 89. Legend 1.7/3
TUESDAY	8:00 46. Full House 7.7/15 17. Roseanne 9.8/19 4. Home Imprvmt 13.1/23 9:30 5. Coach 12.2/21 10:00 20. NYPD Blue 9.7/17	54. Rescue: 911 6.7/13 50. CBS Tuesday Movie—Adrift 7.0/12	31. Wings 8.6/17 49. Newsradio 7.2/14 20. Frasier 9.7/17 23. J Larroquette 9.3/16 12. Dateline NBC 11.1/20	70. Fox Tuesday Night Movie—Downtown 4.9/9	90. Legend 1.6/3 90. Marker 1.6/3
WEDNESDAY	8:00 23. Laverne & Shirley Reunion 9.3/18 8. Grace Undr Fire 11.4/21 9:30 6. Ellen 11.9/21 10:00 7. Primetime Live 11.5/21 10:30	40. Nanny 8.0/16 42. Dave's World 7.9/15 76. Northern Exposure 4.5/8 72. Under Suspicion 4.7/9	66. The Omen 5.2/10 31. Dateline NBC 8.6/15 35. Law and Order 8.4/15	78. Beverly Hills, 90210 4.2/8 84. Party of Five 3.0/5	84. Sister, Sister 3.0/6 86. The Parent 'Hood 2.7/5 86. The Wayans Bros. 2.7/5 88. Unhap Ever After 2.5/5
THURSDAY	8:00 7.2/13 8:30 52. Matlock 6.9/13 9:00 9:30 10:00 42. Day One 7.9/14 10:30	60. Murder, She Wrote 6.0/11 56. 48 Hours 6.4/12	29. Mad About You 8.8/18 17. Hope & Gloria 9.8/19 2. Seinfeld 14.1/25 1. Friends 16.1/28 3. ER 13.8/25	64. Living Single 5.3/11 59. Martin 6.1/12 66. New York Undercover 5.2/9	
FRIDAY	8:00 40. Family Matters 8.0/19 8:30 34. Boy Meets World 8.5/19 9:00 28. Step by Step 9.0/19 9:30 37. Hangin' w/Mr. C 8.3/17 10:00 8. 20/20 11.4/23 10:30	69. Magician's Favorite Magicians 5.1/12 64. CBS Special Movie—Black Fox: Good Men & Bad 5.3/11	57. Unsolved Mysteries 6.3/14 38. Dateline NBC 8.2/17 58. Homicide: Life on the Street 6.2/12	83. TV Nation 3.1/7 70. The X-Files 4.9/10	
SATURDAY	8:00 4.5/9 8:30 9:00 73. Major League Baseball 4.6/10 9:30 10:00 10:30	66. Dr. Quinn, Medicine Woman 5.2/12 62. Touched by an Angel 5.7/12 47. Walker, Texas Ranger 7.6/15	77. Sweet Justice 4.4/10 35. Movie of the Week—Danielle Steel's 'Daddy' 8.4/17	53. Fox Pre-Season Football—Buffalo Bills vs. Dallas Cowboys 6.8/15	
SUNDAY	7:00 38. Am Fun Videos 8.2/18 7:30 15. Am Fun Videos 10.2/21 8:00 47. Lois & Clark 7.6/15 9:00 20. ABC Sunday Night Movie—Joe Versus the Volcano 9.7/17 9:30 10:00 10:30	16. 60 Minutes 10.1/21 11. Murder, She Wrote 11.2/21 23. CBS Sunday Movie—Traucherous Beauties 9.3/17	78. Lost Civilizations 4.2/9 73. seaQuest DSV 4.6/9 31. NBC Sunday Movie—One Woman's Courage 8.6/15	81. Sliders 3.4/7 54. The Simpsons 6.7/13 61. Living Single 5.8/11 50. Married w/Chld 7.0/13 63. George Carlin 5.6/10	
WEEK AVG	8.6/16	7.3/14	8.3/16	5.0/10	UPN: 2.0/4; WB: 2.7/5
STD AVG	11.1/19	10.1/17	10.8/18	6.8/12	UPN: 3.4/6; WB: 1.8/3

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

TCI plans to grow America One

MSO is investing in LPTV and broadcast network; targets 70% coverage in two years

By Rich Brown

Cable giant Tele-Communications Inc. is working on a plan to expand distribution of its fledgling America One broadcast network to 70% of U.S. homes within the next two years.

TCI executives say they already are reaching 18% of U.S. households through America One, the predominantly low-power TV network that previously operated as Main Street Television. TCI's Liberty Sports programming arm acquired the bankrupt Main Street Television late last year in a liquidation sale and has managed to boost distribution by 6 million homes since relaunching as America One in February.

America One is expected to build distribution to about 67 million homes within one and a half to two years, according to Jay Finegold, AO vice president. The network now is fed to 60 LPTV stations and a dozen full-power stations reaching 17.4 million households. Affiliates include WTWB-TV Pittsburgh, KFDF-TV Fort Smith, Ark., and WKAG-TV Hopkinsville, Ky.

Finegold says the main purpose behind launching America One was to deliver Liberty Sports programming to "white areas" not served by Liberty's regional sports cable networks. He says America One also serves to promote the Liberty sports networks in-market. America One features several non-event sports shows from the Liberty cable networks, including sportscasts such as *Press Box* and exercise shows like *Get Fit with Larry North*. Rounding out the schedule are public domain movies and a variety of lifestyle/entertainment shows produced by outside companies that barter the time or buy it outright.

America One affiliates pay a nominal service fee to carry the network and may opt for part-time or full-time carriage, says Finegold. The stations receive the programming on a barter basis and are given roughly half the advertising time to sell. Virtually all of the network advertising on the channel is short- and long-form direct response ads, but Finegold expects that to



change once the network builds its distribution to 70% coverage.

Despite TCI's strength in cable as the nation's largest multiple system operator, Finegold is not focusing on any cable distribution for America One. Instead, the network is seeking broadcast affiliates of all sizes and is

eager to continue expansion beyond the LPTV stations that originally made up the Main Street network.

America One joins a growing list of alternative broadcast networks that includes Channel America, Network One, AIN and various home shopping services. Channel America Vice Chairman David Post says many of the alternative broadcast networks are supplying stations with programming, but they are not providing the money or the help that stations need to build an identity (Channel America itself is being retooled to include more affiliate compensation and more block-oriented programming).

TCI's entry into the business should be intriguing, Post says: "The cable companies have always been the enemy of low-power TV stations, so it's an interesting marriage." ■

If it's Monday, it must be wrestling

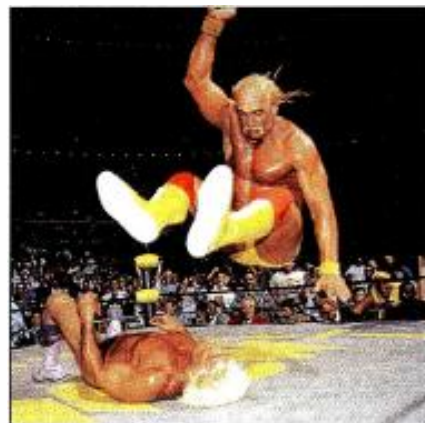
TNT goes to mat with USA over new pro-wrestling series

By Rich Brown

TNT and USA are getting ready to rumble. Beginning in September, TNT plans to mirror the success of live professional wrestling on USA by adding *WCW Monday Nitro Live* on TNT to its prime time schedule. The show will go head-to-head against USA's *WWF Monday Night Raw*, a popular weekly series that consistently ranks among the most-watched shows on basic cable.

"We believe in giving viewers a choice, and we want to give them an opportunity to sample the WCW at its finest against the WWF at its finest in a competitive time period," says Eric Bischoff, senior vice president, World Championship Wrestling.

TNT's wrestling show will be part of a new Monday night programming block



TNT jumps into the ring this September

that will include TV series *Thunder in Paradise* (featuring WCW wrestler Hulk Hogan) at 8 ET; *WCW Monday Nitro Live* at 9; *Monday Nitro Movie* at 10; a repeat of *WCW Monday Nitro Live* at midnight, and *Monday Nitro Movie* at 1 a.m. The theme night is an extension of TNT's Saturday Nitro, a weekly block of action movies that debuted on the network earlier this year.

The new WCW series marks the latest effort by Turner Broadcasting System to

expand its wrestling franchise. Since purchasing the WCW in 1988, Turner has expanded production to include three weekly series for Turner-owned WTBS(TV) Atlanta (*WCW Saturday Night*, *WCW Main Event Sundays* and *WCW Pro*) and nine annual pay-per-view events. The WCW also produces two high-rated *WCW Clash of the Champions* specials each year for WTBS as well as Prime Sports' *WCW Prime*

and syndicated series *WCW Worldwide*. The new weekly series on TNT will originate from a different city each week and will be hosted by former Chicago Bears lineman Steve McMichael.

Meanwhile, USA is doing some expansion of its own with the competing World Wrestling Federation. Beginning on Sept. 21, USA plans to add *WWF Raw*, a modified version of *Monday Night Raw* that will air Thurs-

days at 10 p.m. ET. USA consistently scores high ratings with *Monday Night Raw*, a weekly live hour that debuted on the network in January 1993. *Raw* this year is averaging a 3.2 rating representing more than 2 million households, according to A.C. Nielsen Co. data supplied by the network. USA also airs *WWF Mania* on Saturdays at 10 a.m. and *WWF Action Zone* on Sundays at noon. ■

TCI to produce political programs for cable systems

Free airtime will be offered to presidential candidates

By Jim McConville

TCI says it does not have a political agenda nor is it creating a news network with two political programs that the cable operator plans to launch this fall.

Race for the Presidency and *Damn Right!*, the first programs produced by the new TCI News unit, will undergo a 13-week trial run.

"It is all in the context of special opportunities and niche programing. It's an experiment; we're testing the waters. It is by no means a full-service news operation now or at any foreseeable time in the future," says John Andrews Jr., managing director of TCI News. "It's to explore ways that TCI could begin to become a First Amendment

speaker while at the same time offering some niche programing that makes the democratic process work better."

Media critics say TCI's foray into political programing may be a sign of things to come. "We'll see more of that, and some variation of the theme of traditional news is probably fine," says Everett Dennis, executive director of the Freedom Forum Media Studies Center at Columbia University.

Dennis likens cable operators producing their own political programing to magazine publishers producing their



own brands of political magazines: "I think the cable programs may wind up being something like electronic opinion magazines."

Dennis says cable programs containing "highly interpretative opinion or analysis" about political issues are not necessarily a bad thing. "The problem is whether this blurs in the public's mind with more traditional news programs and people have difficulty distinguishing one from another."

Whether the programs survive the 13-week trial, says Andrews, depends on several factors, including the interest of subscribers and advertisers.

Race for the Presidency, a weekly hour-long program that debuts Sept. 5, will give free airtime to all major U.S. presidential candidates. The show will air on Tuesday at 8 p.m. ET in Denver and will be fed to cable operators at no charge via Liberty Media Corp.'s TV!

ESPN2 motors along

ESPN will add several shows to sister network ESPN2 next year, including a program devoted to motor sports.

Starting in February, ESPN2 will introduce a daily or weekly motor sports show, tentatively called *RPM*, says ESPN President Steven M. Bornstein. The show will debut along with separate weekly news shows on NHL hockey and NBA basketball, says Bornstein.

ESPN2, launched in October 1993, reaches 23.6 million subscribers, according to the network. ESPN executives say the channel seeks to attract a younger, broader audience than does the predominantly male-oriented ESPN.

ESPN also is considering the eventual launch of a third cable sports network—likely to be named ESPN3—that might carry an assortment of sports news and outdoor sports programing.

Bornstein says programing for a third channel could include health news or all-sports news services. ESPN must decide whether to launch now or wait for the pas-

sage of federal legislation that, he says, should open up cable channel capacity: "It's all dependent upon [MSO] cable shelf space. If we can determine that there's enough demand by cable operators, we will go forward." Before that happens, Bornstein says, ESPN will concentrate on getting its Spanish-language sports network, ESPNol, off the ground.

This fall ESPN will offer out-of-market college football games as part of its 1995 ABC Sports College football pay-per-view package. The deal calls for ESPN to distribute out-of-market games through local cable operators, DBS provider DIRECTV and Super Satellite Entertainment (for C-band dish owners). Games will be available to cable operators through Viewer's Choice and Request Television. The programing lineup will include teams from the Big 10, Big 8, Pac 10, ACC, SEC, WAC and Big East conferences not available on local ABC affiliates.

The 13-week package has a suggested retail price of \$69.95. —JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Aug. 7-13, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Pre-Season	TNT	Sun 8:00p	3,953	6.1 4.1
2. Movie: 'Crocodile Dundee II'	USA	Sun 3:00p	2,523	3.9 2.6
3. NASCAR Winston Cup	ESPN	Sun 1:00p	2,440	3.7 2.6
4. Movie: 'Letter to My Killer'	USA	Wed 9:00p	2,337	3.6 2.4
5. Movie: 'The Silence of Adultery'	LIFE	Wed 9:00p	2,269	3.6 2.4
6. Rugrats	NICK	Mon 6:30p	2,138	3.4 2.2
7. Movie: 'Crocodile Dundee II'	USA	Sat 8:00p	2,132	3.3 2.2
8. WWF Monday Night Raw	USA	Mon 9:00p	2,095	3.2 2.2
9. Rugrats	NICK	Thu 6:30p	2,084	3.3 2.2
10. Rugrats	NICK	Sun 10:00a	2,053	3.2 2.2
11. Rugrats	NICK	Wed 6:30p	2,027	3.2 2.1
12. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,010	3.0 2.1
13. The Busy World of Richard Scarry	NICK	Thu 9:30a	2,003	3.1 2.1
14. My Brother and Me	NICK	Sat 12:30p	1,996	3.1 2.1
15. Jim Henson's Muppet Babies	NICK	Thu 10:00a	1,918	3.0 2.0

Following are the top five pay cable programs for the week of Aug. 7-13, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'True Lies'	HBO	Tue 8:00p	3,696	15.9	3.9
2. Movie: 'Clear and Present Danger'	HBO	Sat 8:00p	3,463	14.9	3.6
3. Movie: 'True Lies'	HBO	Sun 10:30p	3,101	13.3	3.3
4. 20 Years of Comedy on HBO	HBO	Sat 10:30p	2,664	11.5	2.8
5. High on Crack Street	HBO	Tue 10:30p	2,640	11.4	2.8

Network, co-owned with TCI.

The program's weekly 50-minute news hole will be filled with four 8-minute videotapes submitted by presidential candidates; 18 minutes of commentary will be provided by Clifford May, syndicated columnist with the *Rocky Mountain News*. Colorado political figure Cara May Denver will serve as show anchor/host, and a rotating list of Democratic and Republican politicians will serve as analysts.

Another *Race* segment is "Between the Lines," with Sanford Unger, professor at American University, and Brent Bozell of the Media Research Center serving as liberal and conservative media critics who will evaluate how well TV covers politics.

The other program is *Damn Right!*, a daily evening half-hour show covering political issues, such as the privatization of the Grand Canyon and whether income tax should be eliminated, from the perspective of Main Street (BROADCASTING & CABLE, July 31).

The show, which premieres Oct. 2, will be syndicated by Multimedia Entertainment and carried by Multimedia's NewsTalk Television cable network. ■



JOHN HUET

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Arbitron expands qualitative research

Joins competition to establish survey standard for midsize markets

By Donna Petrozzello

Arbitron has extended its local market consumer research service for radio, television stations and cable operators and stepped up the competition to develop an industry standard for collecting qualitative research.

Last week Arbitron rolled out "RetailDirect," a research service that will be available nationwide in 38 midsize markets by June 1996. The service will replace Arbitron's former qualitative research service, LocalMotion, which was introduced last year. RetailDirect defines the buying and media-usage habits of consumers for stations' sales staffs to present to local retailers.

"In mid-sized and smaller markets, the greatest utility derived from LocalMotion was securing business from the local retailer," says Josh Chasin, Arbitron's vice president of marketing for new ventures. "This pool of dollars coming from the local retailer represents the vast majority of revenue for broadcasters and cable operators in these markets."

Pierre Bouvard, general manager of Arbitron Radio, says that although radio ad revenue is generated by a combination of national, local and retail advertisers, station management wants their sales staffs to focus on selling to local retailers.

Arbitron President Steve Morris says the company "sees RetailDirect as a natural extension of our commitment to help the radio industry grow. It helps demonstrate radio's unique ability to deliver highly targeted consumer segments. And we are adding to ratings a critical dimension, that of product purchase and consumer behavior."

Rather than rely on mail-in diaries as LocalMotion did, RetailDirect will use telephone interviews in most markets to poll consumers about their purchases and TV viewing habits, Arbitron officials say. The service will continue to use Arbitron mail-in diaries to measure radio listenership.

RetailDirect will sample markets that are not surveyed by the Scarbor-

ough Research Corp., which Arbitron jointly owns. Together with the 58 major markets surveyed by Scarborough each year, Arbitron will sample a total 96 markets by June 1996.

When RetailDirect is in place in all the markets scheduled, Arbitron officials say, the company will seek accreditation for the service through the Electronic Media Ratings Council (EMRC). Arbitron has applied for EMRC accreditation for Scarborough Research service, but the EMRC has not ruled on either application yet, according to company officials.

Meanwhile, another qualitative research company, The Media Audit, is also seeking EMRC accreditation for its service. The Media Audit surveys 65 midsize and smaller markets and has 669 radio stations subscribing to its service. An additional 830 TV, cable, print media and ad agencies also subscribe, says company president Bob Jordan.

Jordan contends there is a need for an accredited qualitative research method that can deliver "standardized criteria across all markets." The method should provide universal definitions of various lifestyle and demographic groups, Jordan says, so that advertisers can "tap into any market they want and pull up exactly the same criteria."

Jordan also says that any research method that wants to be accredited or recognized as an industry standard will need to "be in well over 100 markets" before it can be effective and not considered a "secondary decision factor."

By contrast, Scarborough Research has 700 clients, 325 of which are radio stations, says Arbitron Vice President of Communications Thom Mocarisky. He says that with EMRC accreditation "comes some minimum standard" for a qualitative research methodology. He contends that Arbitron wants to "develop a methodology to match the situation in the marketplace." ■



Stern's rant on Evergreen

Infinity Broadcasting megamouth Howard Stern continues to put pressure on Evergreen Media Corp. Chairman/CEO Scott Ginsburg and Evergreen's WMVP(AM) President/GM Larry Wert as the lawsuit Stern filed against Evergreen for breach of contract remains pending in a New York state court.

In recent broadcasts, Stern has wished that Wert "would contract AIDS and die" and has discredited Ginsburg for canceling his show in 1993 after it had been on WMVP only eight months and allegedly failing to pay him the full salary negotiated in his contract. Stern rantings have also targeted WRCX(FM) Chicago's morning host "Mancow" Muller, who Stern says has parodied his show and personality.

"There's a vendetta against me in Chicago," Stern contends. Meanwhile, Cox Broadcasting's WCKG(FM) added *The Howard Stern Show* in late April, bringing Stern back into the Chicago market after his short stint at WMVP. Stern said he wants to "prove" he is "number one" among Chicago morning show hosts.



Howard Stern

—DP

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Telco-Television

Ovitz's departure doesn't put telco plans on hold

Tele-TV continues programing negotiations; Tele-Ventures gets former CAA talent

By Mark Berniker

Michael Ovitz's exodus from Creative Artists Agency is not only a slap in the face to Tele-TV, it's a boost for Walt Disney Co.'s own venture with telephone companies.

Former CAA chief Ovitz was instrumental in helping

set up Tele-TV, the future television programing alliance between Bell Atlantic, Nynex and Pacific Telesis. Last week, Ovitz left CAA to become president of the new Walt Disney Co., which had just bought Capital Cities/ABC for \$19 billion.

In its own telco venture, Tele-Ventures, Disney is part-

ners with Ameritech Corp., BellSouth Corp. and SBC Communications. Ovitz's Hollywood connections and expertise in creating, developing and marketing entertainment projects now will be available to that consortium.



Tele-TV Chairman/CEO Howard Stringer

cast networks and with several major film studios.

Tele-TV is well financed by the three telcos to purchase, develop and package a national slate of television programing. Beginning next year, Tele-TV plans to reach nearly 34 million telephone

customers with a combination of wireless cable and hybrid fiber/coaxial networks. Switched digital video is down the road.

There will be 100-120 channels of "digital television" and another 20-40 channels devoted to near-video-on-demand movies by the

second half of next year, Grushow says.

Tele-TV also is testing interactive television services and negotiating for software for an interactive program guide.

And Tele-TV is looking into offering Internet-based online services through the telcos.

"We're pursuing a logical strategic progression to interactive television," Grushow says. However, he would not commit to a date when interactive TV would arrive in the homes of a significant number of customers.

Sources say Disney's Tele-Ventures will name a chief executive officer within weeks. That selection is expected to be someone who is close to Ovitz. Former Sony Television chief Mel Harris has been mentioned as a possible candidate.

TWV



Columbia TriStar sets up Web page

Sony Pictures Entertainment will launch a site on the Internet's World Wide Web that will encompass television series from Columbia Pictures Television, TriStar Television, Columbia TriStar Television and Columbia TriStar Television Distribution. Twenty-one TV shows, divided into five programing genres, will be covered within the site. Among the shows with areas within the Sony-based site are *Seinfeld*, *Mad About You*, *Wheel of Fortune*, *Jeopardy!*, *The Young and the Restless* and *Ricki Lake*.

The site can be reached at <http://www.sony.com>.—MB

Telco-Cable

Ameritech pushes hard into cable

While other Disney partners are cautious, Ameritech works on securing cable franchises

By Mark Berniker

Ameritech is setting itself apart from the other telephone companies with an aggressive strategy to become an immediate competitor to cable.

Although Ameritech has a potentially far-ranging deal with Tele-Ventures (the alliance between Disney, BellSouth, SBC Communications and most recently GTE), the midwestern telco is ambitiously pursuing cable franchises on its own throughout its region.

Ameritech plans to secure a series of cable franchises in Ohio and Illinois by this fall, and then will look at areas in Michigan, Indiana and Wisconsin.

Dave Onak, spokesman for Ameritech, says the telco is close to securing a franchise in Columbus, Ohio, and is negotiating with six other communities in Ohio, as well as several areas in suburban Chicago, including Glendale Heights and Naperville.

Ameritech recently was fined \$200,000 by the FCC for starting to build a cable system without its approval. Any telephone company that wants to build a cable system or offer video dialtone services must get Section 214 approval from the FCC prior to construction.

However, Onak says Ameritech is trying to get a permit in Columbus so that it can begin to build its hybrid fiber/coax (HFC) network before securing a formal franchise agreement with local authorities.

Ameritech has the most aggressive basic cable strategy of any of the telephone companies. Ameritech plans to pass about 100,000-200,000 homes by the end of this year, says Onak. It plans to pass 1 million homes by the end of 1996 and an additional million each year after that.

The other telcos involved in the Tele-Ventures partnership are taking a more cautious approach to the competitive cable television market.

BellSouth, SBC Communications and GTE Corp. are moving much less aggressively. BellSouth is conducting a small market trial outside Atlanta and recently applied for cable service in South Carolina.

SBC Communications is working with Microsoft on a range of interactive TV services as part of its broadband trial with AT&T and BroadBand Technologies in Richardson, Tex.

GTE Corp. also joined Tele-Venture (the

telco brings to the partnership 68 million access lines in 33 different states). GTE says that it will pass 300,000 homes with cable television and near-video-on-demand services by early 1996.

Although the four telcos are pursuing different strategies to enter the television market, Tele-Venture partners are part of a national programing alliance with Disney that undoubtedly will give them access to ABC's broadcast programing, ESPN and a number of other TV properties.

Tele-Ventures will serve as a national coordinator of basic system standards. The partners also are expected to pool their resources and issue a major set-top box RFP within the next few months.

Onak says Disney and its Tele-Ventures partners are working on "the navigator," the interface for accessing interactive services from the venture. The first version is expected to be ready early next year.



New to the Web: Fox

Fox Broadcasting has launched a site on the Internet's World Wide Web. Fox World, which comprises three areas: Fox Entertainment, Fox Kids Network and Fox Sports. Fox designed the site in tandem with BoxTop Interactive. The site offers detailed show schedule information, access to live chat rooms with Fox personalities, and bulletin boards. Within the Fox Sports area, online users can play fantasy football and get the latest sports news.

Fox World is expected to evolve and eventually be folded into the new online service that parent News Corp. is developing with MCI. Fox World can be reached at <http://www.foxnetwork.com>.—MB

New OS from Sony

Sony Corp. is developing operating system software designed for a variety of interactive television services, including video on demand and other applications. The new OS, APERTOS, will be used for managing video, graphics, audio and data to set-top boxes for interactive TV. Sony's new OS will compete with similar interactive TV operating system software developed by Microsoft Corp. and Oracle Systems Corp.

Welcome to the Future welcomes contract

Welcome to the Future Inc. has been chosen by Dispatch Interactive Television Inc. to provide turnkey interactive television hardware, software and network services in Columbus, Ohio, and Indianapolis. WTF's wireless real-time interactive response system carries information into homes and can be accessed through a set-top box and remote control device. The system utilizes IVDS (interactive video and data services for the return path to access services, including personalized information services, home shopping and home banking.

Providence Journal goes shopping

Providence Journal Co. has become the latest investor in Peapod, an interactive grocery shopping and delivery service. Providence Journal plans to expand the service to its newspaper and nine television markets. Peapod now is available in Chicago and San Francisco to some 8,000 customers; PJC says it will offer Peapod in Boston next year. Other investors in Peapod include the Tribune Co. and Ameritech.—MB

ABC Radio enters WWW

By Donna Petrozella

ABC Radio Networks debuted its ABC RadioNet World Wide Web site last week, offering the networks' national newscasts and large-market local newscasts free to Internet subscribers.

Jointly developed by ABC Radio Networks and the Capital Cities/ABC Multimedia Group, the site is open only to a trial group of 5,000 subscribers for the next month before it is made accessible to the general public this fall. RadioNet users must have a 486 Pentium or Macintosh computer with sound card, speakers and a minimum 14.4 baud modem. The site address is <http://www.abcradionet.com>.

The site uses RealAudio software that provides audio on demand in real time. According to ABC executives, ABC is "the first and only radio network to provide real-time audio on demand via the Internet." Since April, ABC also has been providing segments of its national newscasts to RealAudio's web site at <http://www.realaudio.com>.

In its initial test form, ABC RadioNet features regular national TV and radio news programming, including *ABC Radio News on the Hour* and *ABC News World News Tonight with Peter Jennings*, and commentary from *The Peter Jennings Journal*, *This Week with David Brinkley* and *Hugh Downs Perspective*. The titles of the news programs and images of Jennings, Brinkley and Downs accompany the audio feed.

Special news features



include *Viewpoint*, with news commentary by network anchors and reaction from listeners, who may comment via e-mail to the web site; *News Flash*, containing breaking news accompanied by text, and *The Buzz*, with controversial or topical news. Through a "personal services" file, users can create a stockpile of their favorite audio segments, which they can replay.

The site also offers local news, sports and weather from New York, Los Angeles, Chicago and Atlanta that users nationwide can access. ABC Radio News affiliates KFWB(AM) Los Angeles, WGST (AM) Atlanta, WABC(AM) New York and WLS(AM) Chicago provide audio feeds of their local newscasts.

For the moment, the audio feeds exclude the commercials that appear in the radio and television newscasts. Bernard Gershon, ABC News Radio general manager of news operations, says that no advertisers have been tapped yet to support the site because it is "experimental" and is a "separate medium

from radio and television," with which the advertisers feel comfortable.

After its test period, however, the network will begin to sell advertising on the site, says Gershon. But even without advertising support, he says, ABC plans to offer free access to the site. Only the personal services feature will require a registration fee to access once the site is open to the public.

ABC finds itself among an increasing number of radio stations that have established sites on the Internet to post information about the station and some local news. Gershon notes that ABC's site is different because it offers only information and is not used as an "advertising site" for the network.

Although personal computers equipped with sound boards and modems capable of transmitting a RealAudio feed are not universal, ABC executives expect computer manufacturers to include sound boards as standard in new models beginning next year.

Calendar

Sept. 6-9—From the Airwaves to the Internet: The Changing Face of Electronic Journalism, sponsored by the Radio-Television News Directors Association. New Orleans Convention Center. Contact: (202) 223-4007.

Sept. 12-13—New Products and Services for Cable, sponsored by AIC Conferences. The New York Vista Hotel, New York. Contact: (800) 409-4242.

Sept. 18-19—Video on Demand, sponsored by The Institute for International Research. The Marriott Marquis, New York. Contact: (212) 661-8740.

Sept. 18-20—Telco-Cable VII, sponsored by *Telecommunications Reports* and The Yankee Group. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 20-21—Interactive Gaming and Wagering, sponsored by AIC Conferences. MGM Grand Hotel, Las Vegas. Contact: (212) 952-1899.

Sept. 25-28—Convergence III: Interactive Television Conference & Expo and DAVID Developers Conference, sponsored by Multichannel CommPerspectives and Microware. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Forte Crest Bloomsbury, London. Contact: 44-158-240-5678.

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Oct. 23-24—Second annual Strategic Multimedia Conference: Where Multimedia Is Going in the 1990's, sponsored by Frost & Sullivan. San Francisco Airport Marriott Hotel. Contact: (800) 256-1076.

Nov. 8-10—Women Online Conference, sponsored by The Kelsey Group and Apple Computer Corp. The Renaissance Hotel, Washington. Contact: (609) 921-7200.

Pressler top corporate fundraiser

Senate Commerce chairman receives \$461,000 from PACs; almost \$1 million overall

By Christopher Stern

Commerce Committee Chairman Larry Pressler (R-S.D.) led the Senate in corporate fundraising during the past six months, bringing in \$461,334, including more than \$120,000 from communications companies.

He raised almost \$1 million for his reelection campaign, including individual donations.

Last June, Pressler shepherded through the Senate a major overhaul of the nation's telecommunications bill, which included rate deregulation for the cable industry and broadcast ownership deregulation.

The nation's two largest cable companies, Time Warner and Tele-Communications Inc., thought enough of Pressler to give him \$10,000 each—the maximum allowed under campaign finance rules. In addition to the Time Warner donation, on March 7, 40 Time Warner executives wrote Pressler campaign checks totaling more than \$30,000.

Among those who made individual contributions were Time Warner



Republican senator Larry Pressler of South Dakota was the leading recipient of political action committee funds over the past six months.

Chairman/CEO Gerald Levin (\$2,000), Warner Music Chairman Michael Fuchs (\$500) and HBO Chairman Jeffrey Bewkes (\$500).

Pressler may face a tough race for reelection next year against Representative Tim Johnson (D-S.D.). Shortly after Pressler assumed chairmanship of the Senate Commerce Committee

At a glance

Time Warner executives were not alone in donating to Senate Commerce Committee Chairman Larry Pressler's 1996 re-election campaign. Others who wrote \$1,000 checks to Pressler in the past six months include:

- NBC CEO Bob Wright
- ABC CEO Thomas Murphy
- Metromedia's John Kluge
- Discovery Communications Inc. CEO John Hendricks
- Walt Disney Co. Chairman/CEO Michael Eisner
- Jones Intercable Chairman/CEO Glenn Jones
- Chris Craft Industries Chairman/President Herbert Siegel

earlier this year, lobbyists felt pressure from his campaign to make contributions. In January several were

Nader criticizes Quello for Disney-ABC comments

Ralph Nader did not like what FCC Commissioner James Quello had to say about Walt Disney Co.'s purchase of Capcities/ABC.

Nader's group, the Center for Study of Responsive Law, last week asked FCC Chairman Reed Hundt to recuse Quello from reviewing the merger, maintaining that the commissioner is predisposed to approving the deal. In a letter to Hundt, Nader cited a statement Quello issued after the July 31 announcement that said, "Disney-ABC will have the finances, program resources and economies of scale to better serve the public."

"His press release reads more like a congratulatory postcard than a policy statement," Nader wrote. "A reasonable person can tell from an objective reading of the statement that Commissioner Quello supports the merger."

Quello's office countered Nader's letter by saying that although Nader claimed to reprint the release in full, he omitted Quello's comment acknowledging the need to review multiple ownership issues. "There will

be multiple ownership and crossownership issues to be resolved, and the FCC will be required to make sensible decisions that best serve the overall public interest and a robust competitive marketplace," Quello said in his original statement.

In a memo last week to Hundt, Quello said Nader's group deliberately omitted that comment from its letter. Quello also said he stands by the original statement.

Charles Carbone, a research assistant at the center who co-signed the letter with Nader, said the complete text of Quello's statement "was inadvertently left out." He also said Quello's comment about multiple ownership issues does not change "the overall sentiment of the statement."

Carbone added that his group has not decided whether to oppose the merger at the FCC. Another group, the National Hispanic Media Coalition, has said it plans to oppose the merger on equal employment opportunity grounds. The group previously has petitioned the FCC to deny renewal of the Disney-owned KCAL(TV) Los Angeles license. —CM

The FCC and the National Telecommunications and Information Administration have tapped Washington communications lawyer Phil

Verveer to chair the newly formed Public Safety Wireless Advisory Committee. The committee will advise the FCC and NTIA on the operational and spectrum requirements of law-enforcement agencies, fire departments, ambulances and rescue services at all levels of government. NTIA, a division of the Commerce Department, parcels out spectrum for federal agencies; the FCC, for state and local agencies. Like most other spectrum users, public safety users have been making demands for more of it.

Verveer served in the FCC's Cable, Broadcast and Common Carrier bureaus during the Carter administration. Now with the firm of Willkie Farr & Gallagher, he represents a variety of clients, including Tele-Communications Inc., Time Warner, the National Cable Television Association and the Cellular Telecommunications Industry Association. Verveer confesses that he knows little about public safety radio. In addition to the spectrum issue, he says, the group will tackle interoperability. "The fire department and the police need to talk to each other in an emergency," he says. He expects to move fast, making recommendations within a year. The

committee comprises government users as well as the two principal makers of public-safety radio equipment: Motorola Inc. and Ericsson Inc.

Washington Watch

Edited By Chris McConnell

National Cable Television Association President Decker Anstrom predicts that cable rates will rise, but

nowhere near the \$5 per month range predicted by some consumer advocates. Anstrom cited one study that

suggests it will take four to five years for cable rates to increase \$5 per month from current levels.

Although the House and the Senate have passed deregulatory cable bills, that does not mean the industry can relax, says Anstrom: "Everything is on the table in both these bills." However, he predicted that President Clinton will sign the telecommunications bill when the House and Senate finish reconciling the differences in their two versions and send the resulting bill to the White House.



NCTA President Decker Anstrom

The Law Firm of
KECK, MAHIN & CATE

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**Broadcast Financing for the 1990s:
Preparing for Change in Law and Regulation**

2:00 p.m. - 6:00 p.m.

Thursday, September 7, 1995, Room 58, New Orleans Convention Center
NAB Radio Convention

An intensive conference for existing and prospective radio owners, lenders, and media brokers on the availability of financing for radio acquisitions and financial management of radio stations.

Opening Remarks: Larry D. Eads, Chief, FCC Audio Services Division
Panelists include:

Samuel D. Bush <i>AT&T Capital Corp.</i>	Frank C. Kalil <i>Kalil & Co., Inc.</i>	Katherine C. Marien <i>Allied Capital Lending Corp.</i>
Brian E. Cobb <i>Media Venture Partners</i>	James R. Kuster <i>Chase Manhattan Bank</i>	George R. Reed <i>Media Services Group, Inc.</i>
Ian S. Crowe <i>Toronto Dominion Bank</i>	James H. Levy <i>Park Lane Group</i>	Timothy R. Sullivan <i>Anaheim Broadcasting Corp.</i>
Gregg E. Johnson <i>BIA Capital Corp.</i>	Alfred Liggins <i>Radio One, Inc.</i>	R. Christopher Weber <i>Jacor Communications, Inc.</i>

Yes, I want to attend the conference at no charge, since I am registered for the NAB Radio Convention (send proof of NAB registration). Non-registrants should send \$95 payable to NAB. Send in your name, company, address, and telephone number to one of the following:

Laura P. Radjenovich Keck, Mahin & Cate 77 W. Wacker Drive Chicago, IL 60601 (312) 634-5613	Lewis J. Paper, Esq. Keck, Mahin & Cate 1201 New York Ave., N.W. Washington, D.C. 20005	Roger J. Metzler, Esq. Keck, Mahin & Cate One Maritime Plaza San Francisco, CA 94111
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asked to pay \$2,500 to attend a breakfast sponsored by the National Cable Television Association at a Washington hotel.

In contrast to Pressler, the ranking Democrat on the committee, Senator Ernest Hollings (D-S.C.), raised less than \$100,000 during the same period. In the House, Representative Ed Markey raised \$210,000 for his reelection effort—more than House Telecommunications Chairman Jack Fields (R-Tex.), who raised \$152,569.

Although Markey does not accept PAC donations, he collected \$40,000 in individual contributions from people in the communications industry. Markey opposes cable rate deregulation, but several cable industry executives wrote personal checks to his campaign, according to Federal Election Commission records.

Among those who donated to Markey's re-election campaign were Continental Cablevision Chairman/CEO Amos Hostetter Jr. (\$1,000) and Comcast Chairman Ralph Roberts (\$500).

Cable was not alone in funding his re-election effort. National Association of Broadcasters President Eddie Fritts wrote Markey a check for \$500. ■

ARS makes hit despite baseball strike

By Elizabeth Rathbun

Calling itself one of the fastest-growing radio groups, American Radio Systems (ARS) just bought three more stations and released impressive second-quarter results.

Anticipating passage of federal telecommunications reform—"our confidence level is reasonably high that will happen," says ARS Chairman/CEO Steven B. Dodge—ARS's most recent buys take it over the FCC's ownership cap of two FMs per market. With its \$42 million purchase of WTIC-AM-FM Hartford, Conn., on Aug. 11, the company will have three FMs there, as well as three FMs in Buffalo, N.Y., with last Tuesday's \$8 million purchase of WBLK-FM Depew/Buffalo (see "Changing Hands," below). ARS already has FM duopolies in Boston; Rochester, N.Y.; Dayton, Ohio, and West Palm Beach, Fla., and an AM duopoly in Boston.

With telcom reform, "we look forward with enthusiasm to expanding our company's presence in some of its existing markets and to entering selected new markets over time," Dodge said in a release. In fact, ARS will buy a station in a new market in the "very near

future," he said in an interview. "We'd like to own a station or two with a 'K' in front of it instead of a 'W,'" he added, meaning a station west of the Mississippi River.

In the release, Dodge called his Boston-based company "one of the fastest-growing companies in radio." Net revenue grew 42.7% in the second quarter of the year, totaling \$24.67 million, compared with \$17.29 million in second quarter 1994. Meanwhile, operating income rose 85.9%, from \$1.99 million to \$3.7 million. Operating income is the difference between revenue and related costs and expenses.

All ARS stations are growing, says CFO Joe Winn. A strong advertising market, combined with radio taking advertising dollars from other media, also helped make the company's numbers so strong. Station acquisition was another factor, including the completion of the sale of WKGR-FM West Palm Beach.

There was a "significant negative impact" on the bottom line from the Major League Baseball strike, the release says. The company lost more than \$1 million on its 60-station Boston

Red Sox Network, which has New England radio rights to the team's games, Winn says.

Despite the baseball losses, for the first six months of the year, net revenue jumped 55.7%, from \$28.58 million in 1994 to \$44.5 million. In that same period, operating income ballooned 207.7%, from \$1.42 million to \$4.37 million.

As part of the Hartford purchase, ARS paid \$1 million for an option to purchase the New England Weather Service, a syndicated service provided to radio stations in Connecticut. ARS intends to buy the service, Winn says.

ARS was formed in November 1993 with the merger of group owners of 16 stations. The groups were Atlantic Radio, Stoner Broadcasting System and Multi Market Communications. Their intention was to create duopolies wherever possible. The company now has 15 FMs and nine AMs, including the new Buffalo and Hartford stations. ■

This week's tabulation of station sales

TV

WSVI-TV Christiansted, St. Croix, U.S. Virgin Islands

Price: \$2.35 million

Buyer: Atlas News and Information Services Inc., New York City (David Lampel, chairman; Figgie Family Equity Fund Ltd. LLC, 80% owner); also has 3.2% share in Inner City Broadcasting Corp., which owns WLIB(AM)-WBLS-FM New York; KBLX-AM-FM San Francisco, and KSAQ-FM San Antonio, Tex.

Seller: Antilles Broadcasting Corp., PO Box 8ABC, Christiansted (Barakat Saleh, president); no other broadcast interests

Facilities: ch. 8, 200 kw visual, 20 kw aural, ant. 1,144 ft.

Affiliation: ABC

Broker: Gordon Rice Associates, Charleston, S.C.

WRMY-TV Rocky Mount, N.C.

Price: \$1.5 million

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$40,000 □ 1

FMs □ \$11,534,000 □ 7

Combos □ \$43,092,260 □ 3

TVs □ \$5,500,000 □ 4

Total □ \$60,166,260 □ 15

So far in 1995:

AMs □ \$70,469,654 □ 125

FMs □ \$434,314,073 □ 237

Combos □ \$1,250,749,810 □ 140

TVs □ \$2,483,437,000 □ 85

Total □ \$4,238,970,537 □ 587

Buyer: Roberts Broadcasting Co., St. Louis (Steven C. Roberts, president/50% owner); also owns WHSL-TV East St. Louis and KTVJ-TV Boulder, Colo., and is buying Ch. 14, Albuquerque, N.M.

Seller: Family Broadcasting Enter-

Rocky Mountain Radio Co., LLC

has acquired the assets of

KVFC-AM

and

KRTZ-FM

Cortez, Colorado

from

Delane Broadcasting, Inc.

Al Perry represented the buyer


Satterfield & Perry, Inc.

Media Brokers • Appraisers • Consultants
Philadelphia • Denver • Tampa • Kansas City • Vail • St. Louis

CHANGING HANDS

prises, Rocky Mount, N.C. (Robert M. Chandler Jr., Robert J. Pelletier, co-owners); no other broadcast interests

Facilities: ch. 47, 12.3 kw visual, ant. 318 ft.

Affiliation: Independent

Broker: W. John Grandy, San Luis Obispo, Calif.

KMVU(TV) Medford, Ore.

Price: \$1 million and assumption of liabilities

Buyer: Northwest Broadcasting Inc., Okemos, Mich. (Brian W. Brady, president/owner); no other broadcast interests

Seller: 914 Broadcasting Co., Spokane, Wash. (Robert J. Hamacher, president/owner); also selling KAYU-TV Spokane to Northwest ("Changing Hands," Aug. 14)

Facilities: ch. 26, 28.5 kw visual, ant. 1,348 ft.

Affiliation: Fox

Broker: Amsterdam Pacific Corp. (buyer); Alexander Hutton & Co. (seller)

KROZ(TV) Roseburg, Ore.

Price: \$650,000

Buyer: Ronald and Brendyl L. Lee, Springfield, Ore. (husband and wife); no other broadcast interests

Seller: Johanna Broadcasting Inc., Eugene, Ore. (John E. Field Revocable Trust, owner); no other broadcast interests

Facilities: ch. 36, 3,577 kw visual, 358 kw aural, ant. 1,786 ft.

Affiliation: WB Network

Broker: Exline Co.

COMBOS

WTIC-AM-FM Hartford, Conn.

Price: \$42 million

Buyer: American Radio Systems Inc., Boston (Steven B. Dodge, chairman/CEO); also owns WRCH-FM, WZMX-FM and WNEZ(AM) Hartford; WRKO(AM), WEEI(AM), WBMX-FM and WEGQ-FM Boston; WCMF-FM and WRMM-AM-FM Rochester, and WYRK-FM, WJYE-FM and WECK(AM) Buffalo, all N.Y.; WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla., and WQSR-FM and WBMD(AM) Baltimore, and is buying WBLK-FM Depew Buffalo, N.Y. (see "FM" item, below)

Seller: Chase Broadcasting Inc., Hartford (Arnold Chase, president); no other broadcast interests

Facilities: AM: 1,080 khz, 50 kw; FM: 96.5 mhz, 20 kw, ant. 810 ft.

Format: AM: full-service news, talk; FM: CHR

Broker: Blackburn & Co., Alexandria, Va.

WKED-AM-FM Frankfort, Ky.

Price: \$550,000

Buyer: Franklin County Broadcasting Inc., Paducah, Ky. (R. Lee Hagan, president/40% owner). Lee also is 60% owner of WPAD(AM)-WDDJ-FM Paducah and 41.4% owner of WCND(AM)-WTHQ-FM Shelbyville, Ky.

Seller: Allan Communications Inc., Frankfort (Leigh Allan, president); no other broadcast interests

Facilities: AM: 1,130 khz, 500 kw; FM: 103.7 mhz, 2.5 kw, ant. 350 ft.

Format: AM: C&W; FM: adult contemporary

Broker: Henson Media Inc.

WOAP(AM)-WMZX(FM) Owosso, Mich.

Price: \$542,260

Buyer: Majac of Michigan Inc., Flint (Jack T. Steenbarger, president/70% owner); also owns WWCK-AM-FM Flint

Seller: Michigan Radio Group Inc., Owosso (Russel C. Balch, president); no other broadcast interests

Facilities: AM: 1,080 khz, 1 kw day; FM: 103.9 mhz, 6 kw, ant. 255 ft.

Format: AM: news/talk; FM: soft adult contemporary

Broker: Thoben-Van Huss Associates Inc., Indianapolis

RADIO: FM

WBLK-FM Depew/Buffalo, N.Y.

Price: \$8 million

Buyer: American Radio Systems Inc., Boston (Steven B. Dodge, chairman/CEO); also owns WYRK-FM, WJYE-FM and WECK(AM) Buffalo; WRCH-FM, WZMX-FM and WNEZ(AM) Hartford; WRKO(AM), WEEI(AM), WBMX-FM and WEGQ-FM Boston; WCMF-FM and WRMM-AM-FM Rochester, N.Y.; WMMX-FM, WTUE-FM and WONE(AM) Dayton, Ohio; WIRK-FM, WKGR-FM and WBZT(AM) West Palm Beach, Fla., and WQSR-FM and WBMD(AM) Baltimore; and is buying WTIC-AM-FM Hartford, Conn. (see "Combos" item, above)

Seller: WBLK Broadcasting Inc. (Frank Lorenz, president); no other broadcast interests

Facilities: 93.7 mhz, 50 kw, ant. 400 ft.

Format: Urban contemporary

Broker: Blackburn & Co., Alexandria, Va.

WJLW(FM) Green Bay, Wis.

Price: \$2.265 million

Buyer: Woodward Communications Inc., Dubuque, Iowa (Susan F. Knaack, VP, broadcasting); also owns KDTH(AM)-KATF-FM Dubuque and WAPL-FM-WHBY(AM) Appleton/Oshkosh and WMMM-FM/WYZM-FM Madison,

WHITEHEAD MEDIA, INC.

has acquired

WTVX-TV

Fort Pierce/West Palm Beach, Florida
from

KRYPTON BROADCASTING

for

\$17,175,000

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



Kalil & Co., Inc.

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

both Wis.; *Telegraph Herald*, Dubuque, and 12 other newspapers in 3 states

Seller: American Communications Co. Inc., Green Bay (Jon A. LeDuc, president); no other broadcast interests

Facilities: 95.9 mhz, 25 kw, ant. 308 ft.

Format: Contemporary country

Broker: Blackburn & Co., Alexandria, Va.

CP for KWIC(FM) Topeka, Kan.

Price: \$444,000 in indebtedness

Buyer: William E. Cordell, Houston; owns KMAT(FM) Seadrift, Tex.

Seller: Marcor Radio Inc., Topeka (Margaret Escriva, owner); no other broadcast interests

Facilities: 99.3 mhz, 6 kw, ant. 292 ft.

Format: Oldies, news/talk, sports

KFSH(FM) Hilo, Hawaii

Price: \$270,000

Buyer: New West Broadcasting Corp., Hilo (Francis T. Higa Revocable Trust, owner/John Leonard, president/20% owner); also owns KPUA (AM)-KWXX-FM Hilo

Seller: University of the Nations Inc., Kailua-Kona, Hawaii; no other broadcast interests

Facilities: 97.1 mhz, 40 kw, ant. 124 ft.

Format: Easy listening

WJKX(FM) Ellisville, Miss.

Price: \$260,000

Buyer: JLW Broadcasting Inc., Laurel, Miss. (Jimmy Walker, president/owner); no other broadcast interests

Seller: South Jones Broadcasters Inc., Ellisville (Glynn Holland, president); no other broadcast interests

Facilities: 102.5 mhz, 50 kw, ant. 492 ft.

Format: Religion

KVYF(FM) Wilson Creek, Wash.

Price: \$220,000

Buyer: Wilson Creek Communications LLC, Wyckoff, N.J. (James Luton, senior member/50% owner); no other broadcast interests

Seller: Wilson Creek Broadcasting Co., Santa Ynez, Calif.; no other broadcast interests

Facilities: 103.3 mhz, 6 kw, ant. 328 ft.

Format: Not on air

Broker: Miller & Associates

WGCQ(FM) Immokolee, Fla. (Naples)

Price: \$75,000

Buyer: Toronto Inc., Ann Arbor, Mich. (Leonard Titelbaum, president/owner); is buying WLUS(AM) Gainesville and WDJY(FM) Trenton, Fla.

Seller: Naples Radio Partners LP, Rocky River, Ohio (Barry Gerber, managing partner); no other broadcast interests

TCI posts loss in second quarter

Tele-Communications Inc.'s cash flow continues to rise, with the cable giant reporting last week that its second-quarter cash flow increased 12%, from \$452 million to \$504 million. But the company also reported a second-quarter net loss of \$92 million, or 14 cents per share. TCI's net loss for the first six months of 1995 was \$145 million compared with net earnings of \$38 million for the same period in 1994. The company posted consolidated revenue of \$1.66 billion for the quarter, a 54% increase over its revenue of \$1.08 billion for the same period last year. For the first six months of 1995, TCI had total revenue of \$3.18 billion compared with \$2.14 billion for the same period in 1994.

The TCI Group, which represents TCI's domestic cable and telephony distribution, saw its operating cash flow increase 10%, from \$454 million to \$501 million. For the first six months of 1995, the TCI Group posted operating cash flow of \$976 million compared with \$909 million for the same period in 1994. The group posted total revenue of \$1.28 billion for the second quarter compared with \$1.06 billion for the same quarter last year.

Another subsidiary, TCI Communications Inc. (TCIC), had revenue and operating cash flow of \$1.26 billion and \$518 million, respectively. Operating cash flow for TCIC was up \$66 million from the same period in 1994. —JM

Facilities: Not available

Format: Not available

Broker: Burt Sherwood, Sarasota, Fla.

Price: \$40,000

Buyer: Eleftherios Drettakis, Clearwater; no other broadcast interests

Seller: George Bouris, Tarpon Springs, Fla.; no other broadcast interests

Facilities: 1,340 khz, 1 kw

Format: Greek, religion, Spanish

RADIO: AM

WTAN(AM) Clearwater, Fla.

July 14, 1995

Cottonwood Communications, L.L.C.

has completed the acquisition of the assets of

KSPR-TV Springfield, MO

and

KMID-TV Midland-Odessa, TX

and

KCPM-TV Chico-Redding, CA

from

Davis-Goldfarb Company

The undersigned initiated this transaction on behalf of the buyer.

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Todd Hepburn, Vice-President
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Classifieds

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RADIO

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WWQQ-FM, the top rated country station in Wilmington, N.C. along with Star 105.5 Classic Rock, and Hot AC Whistle 92.3 is looking for a General Sales Manager who has excellent leadership, coaching and budgeting skills, along with superior training and inventory management ability. If you are a team player with a strong desire to win, fax your resume today to Bill Hennes, General Manager, 910-762-0456. Or mail your resume to: Bill Hennes, GM, WWQQ/WQSL/WXQR, 721 Market Street, Suite 101, Wilmington, N.C. 28401. Minorities and women are encouraged to apply. HVS Partners is an Equal Opportunity Employer.

Director. NPR seeks a Director to provide leadership and direction to the Information Services staff in planning, procurement, resource management, communications and training. Candidate will represent NPR in national and regional forums as its technology expert; participate in key NPR work group and will work with senior management in development and implementation of NPR's strategic information services network and content plans. A Bachelor's degree or equivalent work experience is required. Must have demonstrated leadership and experience in managing information services networks, including effective interaction with many work groups with diverse needs. Experience in network systems and microcomputing hardware and software design, integration, implementation and maintenance required and familiarity with a broad range of programming systems and languages, database management and applications. For consideration send cover letter and resume to: National Public Radio, Human Resources Department - #244, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

Florida Keys-Key West. Wanted: General Sales Manager for 50,000 watt country radio station. Must be qualified in agency, co-op, general street sales, recruiting and training sales staff. Computer knowledge a must. Upper management position, salary in the mid-20's, plus incentives. Call (305) 745-9988 for more information or fax your resume to Attn: J. Parrish (305) 745-4165. WPIK is an EOE or e-mail at address GMYQ30A @prodigy.com.

G.M./S.M. for profitable, sophisticated small market midwest FM. Previous sales success, management experience, strong leadership skills required. Seeking a community minded individual who will sell, train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Confidentiality assured. Reply to Box 00518 EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHNERS.COM

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Radio Account Executive. We have an immediate opening for both entry level and experienced Sales Account Executives. We are looking for self-motivated, aggressive, driven individuals. We offer a starting billable list. Located in State College, Pennsylvania home of Penn State University. Enjoy a fun, college town atmosphere while having the potential to earn excellent compensation. Send/fax your resume to: General Sales Manager, Nittany Broadcasting Company, P.O. Box 888, State College, PA 16804. Fax: (814) 234-1659. EOE Employer. Females and minorities are encouraged to apply.

HELP WANTED TECHNICAL

Washington, D.C. consulting engineering firm seeks experienced engineer to work primarily in AM, FM and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Applicants should have FCC consulting experience. BSEE or equivalent required. Submit resume to: Rubin, Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.

HELP WANTED NEWS

Anchor/Reporter: Morning drive Anchor needed for Oklahoma City public radio station. 2 years experience required; public radio station experience preferred. Send tape and resume to KGOU, The University of Oklahoma, Norman, Oklahoma 73019. KGOU/KROU Radio is an AA/EEO Employer. Women and minorities are encouraged to apply.

World's best network radio news organization looking for staff and freelance Producers and Editors. Fast, energetic and creative are must requirements for positions in high energy newsroom. Experience as Reporter a preference. Must be able to meet deadlines constantly. Openings in New York City. All applicants must be able to work at anytime of the day, night or overnight. Weekends, holidays, etc. Excellent pay. Send letter and resume to Box 00517 EOE.

HELP WANTED PROMOTION

WCFL-FM, the Christian hit radio station in Chicagoland, needs creative and energetic Promotions Director. Must be detailed person and excellent on-air. No beginners, please. Send tape and resume to Manager: WCFL-FM, 1802 North Division, Suite 403, Morris, IL 60450. Minorities encouraged to apply. EOE.

HELP WANTED PRODUCTION

Production Coordinator: Top Orlando radio station has an opening for an experienced part-time commercial radio/audio Production Coordinator. Copywriting and digital experience preferred. Send your resume and tape to: Operations Manager, WOCL, 2101 S.R. 434, Suite 305, Longwood, FL 32779. No phone calls please. EOE.

Coordinator, New Media Services. NPR seeks a dynamic, creative, deadline-oriented leader to design, develop and implement NPR's on-line image including areas for File Transfer Protocol (FTP), Gopher, World Wide Web (WWW) and other emerging technologies on the Internet and National Information Infrastructure (NII). The candidate will oversee the development efforts of Gopher, FTP, WWW and other emerging technologies for use by our member stations; aids in the development of new ways to best use the Internet/NII and other technologies; and researches and recommends new technologies for use by NPR. Candidate must have a college degree or equivalent work experience, working knowledge of NPR and on-line computer information services, including the Internet, NII and commercial services; two years experience with various computer operating systems, including UNIX, Macintosh and IBM. Must be fluent in Macintosh, UNIX and PC Hypertext Mark-up Language (HTML), FTP site management, Gopher development and other applications. Audio quality standards, audio editing and digital audio skills required. Strong organizational, oral and written communications skill, and proficiency in editorial style preferred. Experience in designing and executing business plans for new products and services helpful. For consideration send cover letter and resume to: National Public Radio, Human Resources Department - #743, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

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General Manager - CRMC. Exceptional performance record. Tripled sales 3 years last station. Doubled previous operation. Career professional with sales/operations expertise. Will lead your mid-size or small market station to full potential. 540-382-9056.

Group Radio Researcher available. 12 years exp. Aud tests, Music Callout, Perceptuals, Telemarketing, DBase Mgmt, Diary Reviews, Sales Research/Projects, Sales Support w/ Scarborough/Media Audit. Save \$\$-better quality. Take your research in-house. Will work on Project Basis. Does TV, too. Quality reputation. 210-493-9899.

Sales Manager/General Manager with heavy creative marketing and advertising background, seeks to get back into radio after an 8-year departure to start two successful businesses. Looking for a 40-50 mile radius of the Phila. Area. Contact Lanny Finfer at (215) 322-9724.

SITUATIONS WANTED ANNOUNCERS

Experienced Program Director, Morning Announcer looking for a new challenge. Prefer Illinois, Iowa or Indiana but will go anywhere. Call Kevin at 540-863-3098.

God Given Talent! Charming, humorous, up and coming talk radio personality wants to improve your ratings. 214/373-4374. Mark.

Conservative Ph.D. w/on-air-experience seeks full-time talk show format. Successful teaching and business backgrounds combined with university honed and validated research aptitude augment communication skills. All markets considered. Reply to Box 00482.

SITUATIONS WANTED TALENT

Astrologer seeks radio, cable, media show. I am also available for guest appearances via phone at nite. Mark 718-258-5240 7-11 pm EDT or write: Box 257, Brooklyn, New York 11234.

BUSINESS OPPORTUNITIES

I hit the jackpot. My show "Abolishing Income Tax/Dismantling IRS" expending rapidly. 200 million taxpayers will listen. Urgently seeking partner. POB 430, Marina, CA 93933.

A Russian multilingual Communications and Legal Affairs professional (former PsyOps specialist, 32 y.o.) seeks capital to launch and manage a western-style radio station in Russia. Please fax to Moscow: (7-095)2926511, c/o Box 2385, Dmitri Sherkovin.

TELEVISION

HELP WANTED MANAGEMENT

WSAZ Television 3, a division of Lee Enterprises, has an opening for a Local Sales Manager. Must be goal oriented and have excellent motivational skills. Must have a minimum of five years of local sales skills or the equivalent and have a proven record of success. Must be customer driven, creative, have good marketing skills, excellent oral and written presentation skills. Must be able to understand the incorporation of tools in the selling process and have the desire and ability to coach and train an experienced team to new levels of success. A minimum undergraduate Business/Marketing degree is desired. We are a top 5 NBC affiliate in a top 50 market. Our team has access to the most up to date tools in the industry in support of exceptional performance. Qualified candidates please send a resume/application to: Jill DeKeyser, Human Resources Manager, WSAZ Television 3, 645 5th Avenue, Huntington, WV 25701. EOE.

Assistant Market Development Director. KMSP-TV/UPN station, Minneapolis/St. Paul, MN is seeking experienced and creative professional who has conceived, implemented and developed new revenue streams. Minimum five years promotion and media experience required. Must have excellent written and verbal presentation skills as well as computer skills. Send resume to Market Development Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344-7258. No phone calls please. EOE.

General Sales Manager at small market CBS in Deep South. Proven track record; National account growth and Local Direct creative sales projects, inventory and pricing management, revenue projection, budget planning and sales training. Reply to Box 00527 EOE.

News Director: NBC affiliate in Reno, Nevada is seeking a high energy, people motivator to direct its extremely aggressive news operation. Please send or fax your news philosophy, salary requirements, resume and references to Ralph Toddre, General Manager, KRNVT-TV, P.O. Box 7160, Reno, NV 89510, Fax No. (702) 785-1200. No phone calls please. EOE.

Business Manager. One of the premier stations in the Southwest is looking for a Business Manager. However, what we're really seeking is someone who wants to be a part of the station's overall decision making process and is not merely content to tote up the results. KOLD-TV is a part of Ellis Communications, one of the nation's fastest growing broadcasting companies. And the environment in Arizona--both working and otherwise--is great, particularly if you have an affinity for heat. CPA preferred, but not essential. Columbine experience helpful and understanding a Pentium is not a military installation would be nice. Sense of humor a must. Send resume to General Manager, 7831 North Business Park Drive, Tucson, AZ 85743-9622. Or fax (520) 744-5233. If you feel compelled to call, you'll have to look up the voice number yourself. It's one of our little tests. Please ask for Barbara who knows everything and lately has been complaining that a ten hour day isn't enough.

KSTU FOX 13, a FOX O&O station in Salt Lake City, UT, is looking for a National Sales Manager. Essential functions of the position include national sales development; establishing and meeting national sales objectives; maintaining proper inventory control; direct contact with national advertisers; coordinating communication with all Telerep sales offices; developing national sales presentations. Applicants must have a bachelors degree or equivalent work experience, plus three to five years experience in television sales. Rep experience a plus. Must have a working knowledge of NSI ratings and research, be highly motivated, computer literate, and team-oriented with polished presentation skills to professionally represent KSTU. Please fax resume or contact Karen Hart, Personnel Director, KSTU FOX 13 Television. PH: (801) 532-1300; Fax: (801) 537-7869. Equal Opportunity Employer.

Promotion/Creative Services Director: KDLH-TV in Duluth, MN is looking for someone who wants to move up! Job requires news promotion experience and hands-on attitude. Five person staff with new Avid equipment. Ability to contribute to total station direction a must. Send resume with tape and letter to Terry Hurley, General Manager, KDLH-TV, 425 West Superior Street, Duluth, MN 55802. EOE. Women and minorities encouraged to apply.

HELP WANTED SALES

Account Executive: FOX O&O. Move up and earn top income potential. WGHP News Channel 8 seeks growth oriented; experienced achiever to join our sales team in the 48th DMA. Reap rewards selling top rated local news; Carolina Panthers; FOX Prime and premier syndication like Seinfeld, A Current Affair, Ricki, Baywatch and more. Excel with market leading sales support, production, research and marketing services. Expand your career with the industry leader. Send or fax resume and performance history to: LSM fax (910) 841-8051 or WGHP-TV, HP-8 High Point, NC 27261. EOE.

WRAL-TV, the CBS affiliate in Raleigh, North Carolina--An experienced Account Executive to handle both regional and local business. Candidate must have strong negotiating and presentation skills, as well as the ability to sell promotional opportunities, and develop new business. A great station, and a great company in the #1 place in the country to live. If you can make a real difference in representing a market leader, send your resume to Laura Stillman, Local Sales Manager, WRAL-TV, P.O. Box 12000, Raleigh, North Carolina 27605. An Equal Opportunity Employer.

Continental Television Network has an opening for Local Sales Manager in beautiful Missoula, MT. Requires success in recruiting, training, and motivating sales staff. ABC/FOX station with major growth potential. Send resume to General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

Local Account Executive. WDZL, the WB affiliate in Miami is looking for a top level Marketing Consultant. Minimum 5 years major market television experience. Knowledge of all computer-based research tools a must as well as proven track record of success. If you're an over-achiever as well as a team player, please send a letter and qualifications to: Local Sales Manager, WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: (305) 921-6186. EOE.

Research Manager. Sinclair Broadcast Group (based in Baltimore, MD) has an opening for a Research Manager. We seek a hands-on sales and marketing professional with 2-4 years of TV experience, one who is expert in computer skills, qualitative research, software and graphics. This position is a multi-market job. We require persons with "analytical thinking" skills; one who has both written and verbal presentation skills. Send resume, detailed cover letter and references to: Robert A. Epstein, Director of Sales and Marketing, Sinclair Broadcast Group, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Traffic Coordinator: WWOR-TV, the United Paramount Network affiliate located in Secaucus, New Jersey (New York metro area), is actively seeking a versatile Traffic generalist. Your background should include a minimum of two years experience in the areas of log editing and commercial copy, coupled with hands on knowledge of a Traffic system - preferably BIAS. Your responsibilities will include editing and timing logs, maintaining formats and program schedules, and assigning commercial copy. If your ready to make that move, forward your resume with salary requirement to: Human Resources - EM11, WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096. EEO/MFHV.

WNRW-TV is looking for a real sales pro who wants the ultimate challenge in a unique market. We need a Manager with experience in all aspects of television sales, with the ability to motivate, teach and develop relationships. Computer skills a must. If interested, send resume and salary requirements to Personnel, WNRW-TV, 3500 Myer Lee Drive, W-S, NC 27101. Women and minorities encouraged to apply. No phone calls please. Please refer to source of advertisement in your correspondence. EOE. M/F.

HELP WANTED MARKETING

VP
MARKETING
AND
BUSINESS
DEVELOPMENT

KEYSTONE COMMUNICATIONS, a fast-growing company which has achieved a market leadership position in providing video transmission services to broadcasters and other video users in the United States, has an opening for a new senior management position.

The Company currently leases over 30 transponders on US domestic and international satellite systems and together with teleports in New York and California, fiber optic links, studios and editing facilities, provides a one-stop shopping transmission network for the delivery of TV program material, for the syndication and distribution of programs or complete channels, for sports and news events and for business communications.

This is a dynamic, global market which is currently experiencing rapid expansion and technological change. To help maintain growth and development, the present management team needs to be enhanced by the addition of an experienced marketing professional.

The successful applicant will be required to develop the company's marketing plan, to carry out customer and competitor analyses, and to contribute to business and strategic planning. Prefer candidate with experience in telecommunications, broadcasting or other relevant areas. It is also important to recruit a highly focused team player, with strong analytical abilities and an interest in the technologies of the communications and broadcasting markets. Vision and creative flair will also be required to fulfill the Company's expectations.

Keystone has offices and senior executives located in New York, Washington DC, Salt Lake City and Los Angeles. The position of Vice President Marketing and Business Development could be located in any one of these cities according to the preference of successful applicant.

Applications in writing to:
The President
Keystone Communications
400 North Capitol St., NW #880
Washington, DC 20001

Keystone Communications is an Equal Opportunity Employer.

Marketing Director: WESH-TV (NBC), a Pulitzer Broadcasting Company station, in Orlando, FL, is looking for a smart, aggressive and creative thinker who understands that winning is the most fun of all. The on-air and off-air promotion game is played at a very high level in this sophisticated metered market...experienced pros are encouraged to apply. If you are committed to being among the very best, join us at one of the very best broadcasting facilities located in one of the very best places to live. Rush resume and non-returnable 3/4" tape to Jeffrey H. Lee, Vice President/General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Director of Audience Development to develop and execute and oversee overall marketing strategy. Ideal candidate will have five years of progressively responsible broadcast experience in marketing, promotion, television production, research and/or a proven track record of successful promotional and marketing concepts. Knowledge of all forms written communication, including print, electronic media, and presentation material. Event marketing knowledge a plus. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

HELP WANTED TECHNICAL

WCYB-TV--Maintenance Engineer. Dominant NBC. In the beautiful Appalachian Mountains. Excellent local public education system and quality of life with low crime rate and great fishing, hunting, boating and other outdoor activities. Experienced, with maintenance, repair and operation with state of the art equipment throughout. Should possess basic knowledge of VHF transmitters and be skilled in computer operations including networks using Microsoft NT server. College degree preferred. Resumes before August 31 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

TV Engineer - WLIG-TV, Long Island, NY has immediate opening for experienced Engineer. Minimum 3 to 5 years experience in repair, maintenance and installation of broadcast equipment. Full benefits package. Resume and salary history to Mark D'Acampora, Engineering Supervisor, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

Assistant Chief Engineer: Looking for well qualified Assistant CE who can eventually assume position for CE for UHF station. FCC General Class License, SBE Certified. Send detailed resume and salary requirements to Box 00525 EOE.

Oklahoma State University Educational Television Services has an opening for a Director of Engineering. The general responsibilities include: developing and maintaining an operational system which effectively coordinates the scheduling of all technical facilities necessary to support the transmission, distribution, production, and non-broadcast activities of the Telecommunications Center, developing long-range planning material for assigned areas consistent with the overall plan of the Telecommunications Center, maintaining state-of-the-art knowledge of technical requirements, equipment and systems, including analog and economic operation: ensuring that the Center meets and maintains compliance with all appropriate local, state and federal rules and regulations; managing budgets for both operation, salaries, and capital, within prescribed guidelines; screening, evaluating, supervision, and training of assigned personnel. This position also will function as the Project Director for Field Operations for the U.S. Army TRADOC (TNET) project, providing technical assistance to both campus and contract personnel as required. Travel may be required. Minimum qualifications are two year college or technical training, seven years experience, and "C" and "Ku" satellite systems maintenance knowledge required. Bachelor's degree in electrical engineering or related field and five years progressive and related experience in educational setting preferred. To receive full consideration, submit resume and three references no later than September 29, 1995, to Director of Engineering, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Screening of applications will begin immediately. OSU is an AA/EEO Employer committed to multicultural diversity.

Lead Operator. NY 1 News has an opening for a Lead Operator. Candidate should have a minimum of 3 years of master control experience, preferably in a news environment and demonstrated ability on: Sony LMS or automated playback systems; Master control operations including switching, routing and feed recording; Beta, High 8 and 1" Vtr operation; Satellite Downlink / Microwave Operations. As Lead Operator, you will be responsible for training all of the master control staff. Candidate should have good leadership, communication and managerial skills. Fax or send your resume and salary history to: Gina Caruso, Manager of Network Operations, NY 1 News, 460 West 42nd Street, New York, NY 10036. Fax (212) 563-7156. NY 1 is an Equal Opportunity Employer.

Studio Maintenance Engineer. This position involves equipment maintenance to the component level on all types of studio equipment. MII VTR experience is helpful. Successful candidate will be part of a major expansion and rebuild. Excellent pay and benefits. Send your resume to KPLR-TV, Attn: Dept. 24F, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

Maintenance Engineer. Must be able to troubleshoot all electronic equipment to component. Be experienced in maintaining VHF transmitter, microwave, cameras, VTRs (Sony-Ampex-Panasonic), SVHS Accucart System, and satellite systems. Master Control knowledge and experience with computers, LAN's and Non Linear would be plus. Send resumes to: KIMT-TV, Dale Byre, Chief Engineer, P.O. Box 620, Mason City, IA 50402.

Assistant Chief Engineer. KSDK-TV St. Louis #1 NBC affiliate has outstanding opportunity. Qualified applicants must have supervisory or management experience. Complete knowledge of satellite systems, transmitters, computers, control room and studio equipment. SBE Certification and FCC General Class License preferred. Send resume to: KSDK-TV, Warren Cannull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No call please. EOE.

Assistant Chief Engineer. WYES-TV has an immediate opening for the position of Assistant Chief Engineer. The team player selected must have good people skills in order to perform managerial tasks as well as interface effectively stationwide. Technical requirements include five years minimum broadcast TV maintenance experience, FCC General Class License or SBE Certification, component level troubleshooting, computer literacy with networking experience. Send resume with salary requirements to: Personnel Office, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-4026. No telephone calls please! WYES-TV is an Equal Opportunity Employer.

KCRG-TV and AM seeks applicants for an Electronic Technician to maintain, repair and install equipment in our state of the art communications facilities. Proven education and 3-5 years experience in communications/broadcast facility. Require self motivated individual with strong organizational skills and proven practical application of electronic theory. Excellent opportunity to help build the future. FCC General Class License. Send resume to Dan Austin, KCRG-TV and AM, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. Resumes accepted through September 7, 1995. EOE.

Studio Maintenance Engineer. Waterman Broadcasting has opening for experienced Maintenance Engineer. Computer and digital experience needed. Experience with BTS router, Pinnacle Flashfile, Avid Digital Airplay, Odetics Airplay, Grass Valley 300 Switcher and 700 DVE or equivalent needed. Prefer SBE member with FCC license. Waterman Broadcasting is an Equal Opportunity Employer in sunny south Florida. Send resume to Wayne Phillips, P.O. Box 7578, Fort Myers, FL 33911 or call 941-939-6299.

HELP WANTED NEWS

A **TTENTION:**
REPORTERS
AND PRODUCERS!

Do you have investigative reporting or producing skills? Are you an effective negotiator? Do you like righting wrongs and restoring hope? If so, this aggressive, major market television newsroom needs you. We're building a new solution-oriented Troubleshooter Unit. Applicants must have significant television reporting and producing experience and be willing to fight for the underdog. Send resume and tapes to **Box 00516**. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer.

Attention Videotape Editor. Nationally syndicated news magazine show has an immediate opening for a creative, fast, hard-working Editor who can handle day-of-air breaking news stories, as well as long-form magazine pieces. This job is for the person who likes tough challenges and relishes the opportunity to be creative. You must be experienced in news magazine formats and know the following equipment: GCG-251/241 editors, GVG 110/200 switchers, Abekas - 53 D/ADO-100 DVES, SP Beta Record/Playback, and be familiar with the Avid 4000. This is a great opportunity. Please no phone calls. EOE. Send tape to Pamela Hadden, Coordinating Producer, American Journal, 402 East 76th Street, New York, NY 10021. Deadline August 31st.

Central Texas NBC station has an opening for a Reporter/Anchor to be part of a dynamic 6 and 10 news anchor team. Applicant must have strong journalistic skills and be able to communicate with the viewer. Must have 3 years anchor experience. Excellent benefit package available. Send resume and tape to: KCEN-TV Personnel, Dept. 24-Q, P.O. Box 6103, Temple, TX 76503. EOE.

Group Broadcaster with medium and small market stations in the South looking for energetic, qualified News Anchors, Reporters and Producers to fill immediate positions with a growth company providing good benefits and competitive pay. Rush non-returnable 3/4 or 1/2 inch demo tapes and resumes to: Clyde Payne, Benedek Broadcasting Corporation, POB 13000, Bowling Green, KY 42102. EOE. No phone calls please.

Investigative Producer - CBS Affiliate in Phoenix looking for aggressive, creative, energetic Producer who knows records and can shoot. College degree and at least three years experience preferred. Resumes with references to Human Resources Department, KPHO-TV, 4016 North Black Canyon Highway, Phoenix, AZ 85017. Equal Opportunity Employer.

Jobs, Jobs, Jobs. We're one of the fastest growing markets in the southwest. Here's proof: we're starting up a 5:30 newscast and we're looking for qualified people to fill several positions--Reporter/Anchor, Videographer, Desk Assistant and Producer. The winning applicants will have at least a year of experience and a resume tape that sets our hair on fire. Send it, along with your salary history and references to Box 00521 EOE.

News Anchor. Looking for a great job with a company that believes in promoting from within? KETV, Omaha, Nebraska, is looking for a 5:00 p.m. Co-Anchor with excellent reporting skills. Three years anchoring and reporting preferred. Live skills a must. Qualified applicants should send resume and non-returnable tape with anchoring, reporting and live work to: Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131.

News Producers. Top 20 O&O is updating its files on news producers. Variety of openings anticipated, due to promotions. Send no tapes, but include a statement of news philosophy with resume. Reply to Box 00523 EOE-M/F.

Director. Responsible for directing and technical directing live news and taped programming. Character generator skills with good typing and spelling proficiency. Oversees production crew. Must have good organizational skills and the ability to meet deadlines in an efficient manner. College degree in mass communications preferred with a minimum of two (2) years experience as a live news director. Please submit resume and non-returnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

Executive News Producer. Top 20 O&O is looking for a hands-on E.P. to massage its top-rated news product and coach its award-winning staff to even higher levels. Send no tapes, but include a statement of news and management philosophy with resume. Reply to Box 00522 EOE-M/F.

News Director: WHIO TV, Dayton, OH, Cox's top-rated CBS affiliate is looking for the best. We want an experienced, enthusiastic, proven news management leader who is focused on the basics of local news; live, local, late breaking coverage and powerful presentation of hard news combined with an understanding of how to effectively market this philosophy both inside and outside of the newscasts. If you think you've got what it takes, have exceptional people managing skills and want to commit to exciting opportunities send your resume to David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. M/F. EOE.

News Producer: Top 50 CBS affiliate seeking a highly motivated individual with 2-3 years experience to produce the weekend morning newscast. Successful candidate must be creative, accurate, a self starter and have excellent writing skills. Qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

News Reporter: Top 50 CBS affiliate seeking individual to cover, write, edit and air stories as assigned. Maintain general knowledge of local, regional and national news. Assist photographers in shooting and editing stories. Investigate and develop stories for consideration. Must have 3 years reporting experience, a B.A. in Journalism or related field and be a team player. Qualified candidates please forward non-returnable tape and resume to Rob Allman, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. EOE.

Newscast Directors and Technical Directors. KSAT 12 Post-Newsweek, San Antonio's Number One station seeks highly motivated, creative individuals to join our team. If you have the drive, track record and willingness to be the best, we want to hear from you! Minimum 3 - 5 years directing and/or TD and AMPEX Century switcher experience a must. Metered market experience considered a plus. We offer competitive salaries, great benefits, stable working environment and resources tapes and resumes to Human Resources, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

TV Network Bureau. ENG Photographer: Top LA Network Bureau opportunity for bright hardworking, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Tom Hanson, MVP Communications Inc., 1075 Rankin, Troy, MI 48093. Fax: 810-588-1899. Women and minorities are encouraged to apply.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Progressive, number one CBS affiliate has immediate opening for 6/10 News Producer. Looking for creative writer with alot of imagination. Must have excellent news judgement and work well under pressure. Nonreturnable tapes, writing samples and resume to Shirley Beer, News Director, News Channel 7, P.O. Box 659, Pittsburg, Kansas 66762. News Channel 7 is an Equal Opportunity Employer.

Newscast Producer. Creative, energetic Producer in top 20 market sought for new newscast in number one and four markets. Resume and tapes to Bill Jobes, Acting General Manager, NJN, CN 777, Trenton, NJ 08625.

WMDT TV Salisbury, small-market ABC affiliate, needs replacements for personnel moving on to larger markets. They are happy, we are sad. Sports Director, Reporter/Anchor, Photogs needed now and Meteorologist needed October 15. Play on Eastern Shore beaches and work in the best equipped station of our size anywhere. Remote Bureau, live unit, Kavouras weather system, Basy newsroom, Hi-B and Sony Betacam cameras. Non-returnable tape, resume and references to: Neil Bayne, ND, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F. No phone calls, please.

Wanted: Full-time Photographer/Editor for expanding news operation. Familiarity with Beta gear helpful but not necessary. Must have live truck experience as well. Ability to run and gun with creativity. Above all, no attitudes. Must be hard worker willing to learn from talented staff. EOE. Respond by September 8, 1995. Send resume and non-returnable tape to: Al Marabella, KXAN-TV, P.O. Box 490, Austin, TX 78767.

Morning Show Anchor/Host for established ratings leader. No beginners. Send tape and resume to Ms. Arles Hendershott, WIFR-TV, 2523 North Meridian Road, Rockford, IL 61101. EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHNERS.COM

SENIOR DESIGN POSITION

Award-winning Design department is seeking a creative designer for a Senior position in broadcast. Applicant needs to be an enthusiastic team-player with strong typographic & design skills. Must have Macintosh and Quantel Paintbox experience. Degree in Art/Design preferred.

If interested, please send demo reel and resume.

Jeffery L. Dunaj
 WBBM TV CBS Chicago
 630 N. McClurg Ct.
 Chicago, Ill 60611

No phone calls please
 CBS is an equal opportunity employer

WDKY FOX 56 is seeking a hands-on Production Director with the energy and talent to produce on-air promotional spots, industrial/corporate presentations, kids club interstitials, public service programs, and build a commercial client base in our new studio location. Our successful candidate must have a thorough knowledge of production techniques and equipment as well as excellent people skills. Minimum of three years experience producing and directing. Send resume, non-returnable tape, salary history to: Personnel, 434 Interstate Avenue, Lexington, KY 40505. No phone calls please. EOE.

Writer/Producer. WCIU is looking for a Writer/Producer to join their highly creative promotion and programming department. Applicants must have 3-5 years experience as a TV promotion producer, and should be able to promote non-news programming with style. Experience with daily logs and promotion inventory control also a plus. If you've got a killer reel and want to move into a major market without having to bang out news topicals, we want to see your stuff. Please rush tape and resume to: Programming Department., WCIU-TV, 26 North Halsted, Chicago, IL 60661. No phone calls please. EOE.

Production Assistant - WGEM-TV, an award winning midwest television station, has an opportunity for a full-time Production Assistant. This individual will write, shoot and edit tape, direct television and industrial videos, and produce station related programming and promotion. Previous television or production background is requested. Must be a creative individual and willing to work flexible hours. The job requires the ability to lift up to 50 lbs. and applicant must possess a valid drivers license. Send letter and resume to Jim Lawrence, Promotion/Production Manager, Quincy Broadcasting Company, 513 Hampshire, Quincy, IL 62301. No phone calls will be accepted. EOE. M/F.

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Video Writer/Producer: We are a thriving, digital based video production business operating as a stand alone division of a midwest CBS TV affiliate. We need an inspired Writer/Producer for spot, industrial and multi-media projects. Make us laugh, make us cry, make us buy. Send something memorable to: Tim Looney, Director of Operations, Broadcast Park Video, 600-2 Old Marion Road, N.E., Cedar Rapids, IA 52402. No phone calls please. EOE.

Production Assistant. Independent television station in the 5th market seeks a fulltime Production Assistant. The successful applicant will have prior professional broadcast experience and a four (4) year degree in broadcasting. Duties may include any and all studio or production related functions. Weeknight shift 3:00PM - 11:00PM. Send resume to: Vivian F. Serrano, P.O. Box 36, San Jose, CA 95103. Resumes must be received by closing date of: 8/24/95.

Graphic Designer. Independent television station in the 5th market seeks a fulltime, creative, high energy individual to design and produce on-air graphics. The successful applicant will have a minimum of three (3) years broadcast design experience/or three (3) years experience in a related field. A thorough working knowledge of Topas, Photostyler, Pagemaker, Corel Draw, and the Ampex Alex is required. A four (4) year college degree is preferred. Weeknight shift 3:00PM - 11:00PM. Send non-returnable tape with resume to: Vivian F. Serrano, P.O. Box 36, San Jose, CA 95103. Resumes must be received by closing date of 8/24/95.

TV Production Graphics. TV News Graphics/Chyron Operator needed immediately by major market TV station. Experience on Chyron Inffinit! mandatory. Requires news character generator experience, Still Store operation. Send resume and salary requirements to Box 00524 Equal Opportunity Employer.

Production Assistant - Aggressive, energetic, fast-learner needed for full time/part time television production work. Must have basic television production knowledge. Duties would include running camera, audio, character generator, tapes and editing for a fast-paced live newscast. Experience helpful, but not required. Send resume to Syndi Field - M, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

HELP WANTED PROMOTION

FOX BROADCASTING COMPANY

ARE YOU COOL LIKE US?

Fox Broadcasting Company is looking for outstanding On-Air Writer/Producers to be a part of the coolest promo department in television. We want only the best of the best. So if you're creative, motivated and driven by a desire for excellence...send your demo reel to:

Fox Broadcasting Company, Personnel Dept. MA-867, P.O. Box 900, Beverly Hills, CA 90213. EOE.



Promotion Manager - WFSB, a Post-Newsweek station is seeking a dynamic person to develop and execute promotion strategies, supervise promotion producers, give promotional support for station projects and programs and maximize our promotional effectiveness. Minimum 3-5 years experience as promotion producer/writer and a degree in communications/journalism preferred. Send tape and resume to Don Graham, Creative Services Manager, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Promotion Producer. KSDK, NBC St. Louis affiliate seeks a self-motivated creative services writer/producer. Spots must sing! Writing must sizzle! If you work to win we want you on our team. Degree. If that's you send tape and resume to KSDK-TV, Warren Cannull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

HELP WANTED RESEARCH

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Research Manager which under the direction of the Research Director will assist in the researching, writing and distribution of sales research. Analysis of broadcast and cable ratings services, qualitative research, and creation and presentation of Client proposals. Ideal candidate will have proficiency in MacIntosh, Excel, Word Perfect, data base management. College degree in communications or two years of experience in sales/research or related field an asset. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Research Coordinator: Motivated hands-on individual to create and write generic and market specific presentations, working with syndication sales staff, developing market sales pieces. Minimum 2 years television research experience. Knowledge of SNAP, Micronode and Nielsen reports. PowerPoint and Excel proficient. EOE. Send resume: Diane Oldham, Sr. VP Research, Genesis Entertainment, 625 Madison, New York, NY 10022. Or fax (212) 527-6401.

Research Director. WTSP-TV, the CBS affiliate in Tampa, Florida has an immediate opening for a Research Director. This position requires previous experience in television research and marketing. Individual must possess ability to analyze and interpret ratings and qualitative information. Experience with BMP and Scarborough preferred. Computer expertise with Lotus, Excel, Word and Harvard Graphics required. Excellent presentation and communication skills required. Send resume to Noreen O'Mara Parker, VP/GSM; P.O. Box 10,000, St. Petersburg, FL 33733. An Equal Opportunity Employer. No phone calls, please.

TV Research Manager: National Sales Rep seeking TV Research Manager. Candidate must have experience with TV Ratings, writing skills, affiliate knowledge and management. A minimum of two years experience required. Call 212-476-9465.

HELP WANTED HOSTS

Wanted: Dynamic, bright, articulate Talk Show Host to team with female co-host on established morning talker, medium market. If you honestly know it all, from local politics to baking cookies to dancing the tango...this job's for you. Experienced only need apply. Send resume and tape no later than September 15th to Box 00526 EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager. WCBD-TV, the ABC affiliate in Charleston, South Carolina is seeking a degreed accounting professional with 3 to 5 years managerial experience in a broadcasting environment. Successful candidate will be responsible for all accounting systems, financial reporting, budgeting and personnel. Strong interpersonal and computer skills (i.e., Lotus, MS Word) are a must. Fax resume and salary history 803-881-3410, Attn: General Manager. No phone calls, please. WCBD-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Pre-employment drug test required.

SITUATIONS WANTED NEWS

Hard working communication professional seeks on-air or behind the scenes employment. M.A. Degree, 2 years hands-on radio and television reporting and programming experience. "Charming" English accent. Call Patricia (301) 871-1408.

Dedicated, hard-working professional looking for an opportunity in broadcasting, preferably in sports. Experience in all facets of the business, from shooting to anchoring. B.S. degree in Journalism from Ohio U. Currently working in the Cincinnati market. Call Jason (513) 522-2660.

SITUATIONS WANTED ANALYST

Multiple Emmy Award-winning basketball analyst and former Division I coach seeks opportunities. Six years experience in number one market. Call Kenny at (312) 415-0155.

SITUATIONS WANTED PROMOTION

Seek position in Creative Services/Promotions. Experienced Editor and Director, can take a project from start to finish. Completed shows have aired on cable. Trained on the Avid. Salary negotiable. Call Dennis at 618-397-0274.

SITUATIONS WANTED PRODUCTION

Producer ISO Special Projects, Field or EP job: 3+ years as line producer in top 20 market, field producer for national PBS program, and extensive experience packaging stories for commercial news. Interested? Call (904) 375-0880 or e-mail g8orbait@aol.com.

CONSULTING FIRMS

International Radio/TV Consultants: Specializing in German Media. Providing full line of services including acquisition, finance, cost control, research programming, sales/marketing, strategic planning and regulatory issues. Please contact: MSM, GmbH; Potsdamer Str. 131; 10783 Berlin. Phone/Fax: 011-49-30-782-3598.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED MANAGEMENT

Continental Cablevision, Inc.: Telecommunications Regulatory Affairs. The nation's third-largest cable system operator is creating a new senior governmental affairs position in each of its five operating regions to coordinate state telecommunications regulatory matters. Responsibilities will include assisting in the development of the region's business plans and regulatory strategies for entering new telecommunications markets; representing the company before state legislatures and public utility commissions; interfacing with senior corporate management on telecommunications matters; and working as an integral part of a regional regulatory affairs team. Qualifications include substantial experience in telecommunications and/or utility regulatory issues, and excellent oral and written communications skills. A law or economics background is preferred. If interested, send inquiries, including resume and salary history to: Corporate and Legal Affairs Department, Continental Cablevision, Inc., The Pilot House, Lewis Wharf, Boston, MA 02110. No phone calls please. Continental Cablevision is an Equal Opportunity Employer.

HELP WANTED PROMOTION

DIRECTOR OF CREATIVE SERVICES

Prevue Networks, Inc., a subsidiary of the United Video Satellite Group, is looking for a highly motivated individual to oversee the development of all on-air creative services. This would include setting and maintaining creative quality standards and ensuring that our on-air look is appropriate with all of our services. The successful applicant must have:

- Minimum 7-10 years in video and videographics production for national network with experience in shooting both film and video.
- Experience in short and long form production, including direction, editing and audio supervision.
- BFA/BA/BS degree preferred.

Prevue Networks is an Equal Opportunity Employer. Interested applicants need not call, but should forward their resumes and work references to:

Prevue Networks, Inc.
7140 South Lewis
Tulsa, OK 74136
Attention: Human Resources

HELP WANTED PRODUCTION

Director of Operations. Century City Cable TV network has an immediate opening for a Director of Operations to oversee daily operations and implement facility planning. We require excellent written and verbal communication skills, minimum 5 years of production/operations management experience in television broadcasting/cable industry, and working knowledge of current technologies in TV/Cable environment. Send resume to: P.O. Box 67B66, LA, CA 90067, Attn: KH or fax to 310-286-3875. EOE.

ALLIED FIELDS

HELP WANTED TECHNICAL

Mobile Satellite Uplink Operator - Uplink experience required. Full time position based out of Southern California. Domestic and international travel. Irregular hours. Team player with professional attitude. Clean driving record. Foreign languages, electronics maintenance and mechanical skills a plus. Benefits package. Fax resumes to 805-981-8738.

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TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (800) 639-7347.

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Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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ARTIFACTS

The Newseum, the world's first museum dedicated to the past, present and future of news, is looking to acquire a wide assortment of historic print and broadcast material - linotypes, cameras and much, much more. Please write/send photos to B. Reed, The Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____, 245 West 17th St.,
New York, New York 10011

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Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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Individual with cash will buy AM, FM or AM/FM combo in Top 100 markets. In confidence call 817-430-3548.

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**RADIO STATION FOR SALE
 KFBQ-FM CHEYENNE, WY**

100 KW at 97.9 MHz

Currently, the station is off-the-air; and the licensee is in bankruptcy.

Assets to be sold, subject to approval of Bankruptcy Court and FCC.

For all-cash purchase price minimum bid: \$200,000.
 Bid deadline: September 15, 1995

For a copy of the Offering Memorandum, describing opportunity and bid procedure

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Barry Skidelsky, Esq.

655 Madison Ave., 19th Fl.
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 (212) 832-4800

For Sale - AM/FM small southern California retirement/recreational market. Reply to Box 00511.

For Sale: KMCM - KMTA, Miles City, Montana. Regional coverage, well equipped. \$325,000 cash. Call Paul 612-222-5555.

Small combo, Georgia mountain vacation area; Bargain AM, small North Florida market; Suburban AM, major Florida market. Beckerman Associates. 813-971-2061.

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\$35,000/yr. income potential. Reading books. Toll free (1) 800-898-9778 Ext. R-5221 for details.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; 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

Involuntary assignment of license

Honolulu (BTC-950601EC)—Coral Communications Corp.'s KHNR(AM) (650 khz) from Thomas H. Gentry Revocable Trust to Norman Hal Gentry, attorney-in-fact for Thomas H. Gentry. *Aug. 4*

Fort Washington, Wis. (BAL-950608GH and -GI)—Wisconsin Great Lakes Broadcasting Inc.'s WGLB-AM-FM (1560 khz and 100.1 mhz) (Douglas F. Mann, receiver) to Joel J. Kinlow. *July 25*

Dismissed

Texarkana, Ark. (BAL-940718EB and -EC)—Broadcasters Unlimited Inc.'s KKYR-AM-FM (790 khz and 102.5 mhz) to Gulfstar Communications Texarkana Licensee Inc. *July 27*

Breese, Ill. (BAPED-931126GE)—Sabbath Inc.'s WJVB(FM) (97.5 mhz) to Lou Smith Ministries Inc. *July 25*

Shreveport, La. (BALCT-950505KH)—VSC Communications Inc.'s KSLA-TV (ch. 12) to Hillside Broadcasting of Louisiana Inc. *Aug. 7*

Tyler, Tex. (BALH-940718GJ)—Golden Eagle Broadcasters Inc.'s KNUF(FM) (101.5 mhz) to Gulfstar Community Tyler Licensee Inc. *July 27*

NEW STATIONS

Granted

Gosnell, Ariz. (BPH-900925MA)—Gosnell Broadcasting Co. for FM at 93.9 mhz, ERP 3 kw, ant. 52 m. *July 28*

Fort Smith, Ark. (BPED-931108MD)—American Family Association for noncommercial educational FM at 88.9 mhz, ERP 1 kw, ant. 147 m. *July 31*

Glenwood Springs, Colo. (BPH-940120-MA)—Beachport Communications Inc. for FM at 92.7 mhz, ERP 1 kw, ant. -198 m. *Aug. 9*

Torrington, Conn. (BPED-930405MA)—Torrington Board of Education for noncommercial educational FM at 89.9 mhz, ERP .1 kw, ant. 28 m. *July 27*

Virginia, Ill. (BPH-950213MF)—Mark J. Langston for FM at 101.3 mhz, ERP 6 kw, ant. 100 m., TL 2.3 km N Bluff Springs. *Aug. 8*

Kingman, Kan. (BPH-940513MA)—Bott Communications Inc. for FM at 94.3 mhz, ERP 50 kw, ant. 150 m. *July 28*

Franklinton, La. (BPH-95019ME)—Gaco Broadcasting Corp. for FM at 98.9 mhz, ERP 6 kw, ant. 33 m., TL 4.2 km NE of intersection of rtes 16 and 25, Franklinton. *July 28*

Canceled/dismissed

Gosnell, Ariz. (BPF-900928MH)—B and H Broadcasting Co. for FM at 92.9 mhz, ERP 6 kw, ant. 60 m. *July 28*

Pinetop, Ariz. (BPH-850712ZW)—D&M Communications Inc. for FM at 106.7 mhz, ERP 100 kw, ant. 1,023 ft., TL 6 mi. NW of Pinetop. *Aug. 11*

Bolingbroke, Ga. (BPH-900531ME)—Joseph I. Kendrick for FM at 102.1 mhz, ERP 3 kw, ant. 100 m. *Aug. 10*

Berne, Ind. (BPED-901203MN)—Faith Christian Academy for educational FM at 91.3 mhz, ERP 25 kw, ant. 100 m. *Aug. 7*

Columbus, Ohio (BPED-930324ME)—American Family Association Inc. for educational noncommercial FM at 91.5 mhz, ERP .3 kw, ant. 240 m. *July 25*

South Bend, Wash. (BPH-910826MN)—Blue Denim Music Inc. for FM at 105.7 mhz, ERP 3.5 kw, ant. 271 m. *Aug. 1*

Madison, Wis. (BPCT-921030KH)—Founder 47 Inc. for TV at ch. 47, ERP 1585 kw visual, ant. 332 m., TL 615 Forward Drive, Madison. *July 26*

Returned

Flagler Beach, Fla. (BPED-950331MI)—Ocala Radio Ministries Inc. for noncommercial educational FM at 91.1 mhz, ERP 3 kw, ant. 95.5 m. *July 27*

Filed/accepted for filing

Atkins, Ark. (BPH-950724MF)—Stephen Womack (134 N. Pleasant Ridge Dr., Rogers, AR 72756) for FM at 99.3 mhz, ERP 6 kw, ant. 100 m., Pea Ridge, 2 km N of SR 247. *July 24*

Ludlow, Calif. (950329MA)—KHWY (Calif.) LP for FM at 100.1 mhz, ERP 25 kw, ant. -66 m. *July 27*

Paradise, Calif. (950720MA)—Northern California Educational Broadcasters for noncommercial educational FM at 89.7 mhz, ERP 15 kw, ant. 77 m. *Aug. 3*

Fowler, Colo. (950721MB)—Educational Communications of Colorado Springs Inc. for noncommercial educational FM at 88.1 mhz, ERP 100 kw, ant. 114 m. *Aug. 3*

Toccoa Falls, Ga. (950712MJ)—Toccoa Falls College (Paul Alford, president, PO Box 800780, Toccoa Falls, GA 30598) for noncommercial educational FM at 89.7 mhz, ERP .1 kw, ant. -58 m., 100 m. W of Ga. 17 on campus of Toccoa Falls College. College owns WRAF-FM Toccoa Falls, WCOP(AM) Warner Robins, WFOM(AM) Marietta and WLOV(AM) Washington, all Ga.; WJYO-FM Fort Myers, Fla., and WPEC-FM Belton, S.C. *Aug. 11*

Bonnors Ferry, Idaho (BPED-950719-MD)—Spokane Public Radio Inc. (Kathryn Graham, president, 2319 N. Monroe, Spokane, WA 99205) for FM at 92.1 mhz,

ERP .074 kw, ant. 838 m., atop Black Mountain. *July 19*

Sageville, Iowa (BPH-950727MA)—Sageville Shopper (Janice Fisher, 75% owner, PO Box 1380, Dubuque, IA 52004) for FM at 106.1 mhz, ERP 4.4 kw, ant. 117 m., N side of U.S. Hwy 61, 1.8 km NW of Dickeyville, Wis. Fisher has an interest in KIKR-FM Asbury, Iowa. *July 27*

Hill City, Kan. (950407MA)—Radio Inc. for FM at 101.9 mhz, ERP 100 kw, ant. 247 m. *July 27*

FACILITIES CHANGES

Granted

Mobile, Ala. (BMP-950607AA)—Capitol Broadcasting Co. LLP for WNTM(AM) (710 khz): modify augment nighttime standard pattern. *Aug. 3*

Ozark, Ala. (BP-941220AB)—Sunrise Broadcasting of Alabama Inc. for WQLS(AM) (1200 khz): change frequency to 1210 khz, increase critical hours to 5 kw, add .0035 kw night. *July 25*

Prescott Valley, Ariz. (BMPH-950607IE)—Mic Rathje for KDTK(FM) (98.3 mhz): slightly change transmitter site on Mingus Mountain. *Aug. 8*

Paris, Ark. (BPH-950317II)—Max H. Pearson for KERX(FM) (95.3 mhz): change ERP to 34 kw, ant. to 173 m. *July 31*

Carmichael, Calif. (BP-880826AD)—Vista Broadcasting Inc. for KFIA(AM) (710 khz): increase power to 25 kw day and .5 kw night, change TL to 3.5 km ESE of Lincoln, change ant. system. *Aug. 4*

Chowchilla, Calif. (BPH-950112IE)—Educational Media Foundation for KLVN(FM) (93.3 mhz): operate as noncommercial station, change to main studio location. *Aug. 1*

Columbia, Calif. (BMPH-950320IZ)—Clock Broadcasting Inc. for KTDO(FM) (98.9 mhz): change ERP to 2.1 kw, ant. to 170.2 m., TL to West Sonora Peak Antenna Farm, 1.2 mi. W of Sonora. *July 25*

Kingsburg, Calif. (BPH-950112IC)—Educational Media Foundation for KLVs(FM) (106.3 mhz): operate as noncommercial station. *Aug. 1*

Sacramento, Calif. (BMPED-930205MC)—Family Stations Inc. for noncommercial educational KEDR(FM) (88.1 mhz): change ERP to 43 kw, ant. to 131 m., TL to 2.2 mi. N of Walnut Grove, Twin Cities Rd., Sacramento Co. *July 25*

Watsonville, Calif. (BPET-950214KE)—California Community TV Network for KCAH(TV) (ch. 25): change EPR to 500 kw visual, ant. to 675 m., TL to Fremont Peak Electric Site, 14 km NE of Salinas. *Aug. 3*

Yermo, Calif. (BMPH-941223IF)—Antelope Broadcasting Co. Inc. for KYHT(FM) (105.3 mhz): change ERP to .4 kw, ant. to 692.5 m, TL to Calico Peak Communication Site, 5.72 km NNE of Calico. *Aug. 8*

New Britain, Conn. (BP-950517AA)—Hartford Co. Broadcasting Corp. for WRYM(AM)

(840 khz): add nighttime service with 125 w, change ant. system. *July 25*

Graceville, Fla. (BMPH-950505ID)—Lina M. Parish for WYDA(FM) (101.7 mhz): change TL to 1199 8th St. *Aug. 9*

Inverness, Fla. (BMPED-950317IH)—State of Fla. Board of Regents for WJUF(FM) (90.1 mhz): change ERP to 8 kw, ant. to 121 m., TL to 5775 S. Rovian Point Rd., Citrus City, ant. supporting-structure height. *Aug. 9*

Melbourne, Fla. (BPH-9409011C)—City Broadcasting Co. Inc. for WGGD-FM (95.1 mhz): change ERP to 6 kw, ant. to 64 m., frequency to 95.1. *July 24*

Mount Dora, Fla. (BP-940914AC)—Cross Country Communications Inc. for WGBB(AM) (1580 khz): change city of license to Bithlo, Fla., and TL to 15727 Vienna Dr., Orlando, 1.9 km W of Bithlo; reduce power to 3.5 kw; change ant. system. *July 27*

Palm Bay, Fla. (BMPED-930802IB)—Victory Christian Academy for WWIA(FM) (88.5 mhz): reduce ERP to 6 kw, ant. to 64 m., change frequency to 95.1. *July 24*

West Palm Beach, Fla. (BP-940629AB)—Fairbanks Communications Inc. for WJNC(AM) (1230 khz): change TL to intersection of 45th St. and Jog Rd., West Palm Beach. *July 31*

Accepted for filing

Anchorage (BPCT-950714KF)—Cookerly Communications, receiver, for KIMO(TV) (ch. 13): change ERP to 316 kw visual, ant. to 238 m., TL to Mile 2.2, Point Mackenzie Rd., Matanuska-Susitna. *July 27*

Arizona City, Ariz. (BPH-950612IG)—Arizona City Broadcasting Corp. D-I-P for KONZ(FM) (106.3 mhz): change ERP to 6 kw, ant. to 89 m. TL to SW corner of intersection of Cornman and Toltec Buttes rds., 9 km NNE of Arizona City. *Aug. 7*

Benson, Ariz. (BPH-950620IH)—Stereo 97 Inc. for KAVV(FM) (97.7 mhz): change ERP to 3 kw, ant. to 32 m., TL to 12.5 km from Benson. *Aug. 7*

Casa Grande, Ariz. (BMPH-950718IC)—John W. Hemmings (receiver) for KKER(FM) (105.5 mhz): change ant. supporting-structure height. *Aug. 14*

Glendale, Ariz. (950725AC)—Resource Media Inc. (Fla.) for KGME(AM) (1360 khz): increase power to 50 kw d. *Aug. 9*

Augusta, Ark. (BPH-950711ID)—Harvey Fritts (receiver) for KABK-FM (97.7 mhz): change ERP to 27.9 kw, ant. to 198 m., TL to 2 km from Russell. *Aug. 15*

Orland, Calif. (BPH-950627IC)—Phoenix Broadcasters Inc. for KDIG(FM) (106.7 mhz): change ERP to 50 kw, ant. to 94 m. *July 24*

Paso Robles, Calif. (BMPH-950714IA)—Andy James Fakas for KNCR-FM (104.7 mhz): change ERP to 1.1 kw, ant. to 232 m. *Aug. 14*

St. Helena, Calif. (BMPH-950703IE)—Young Radio Inc. for KVYN(FM) (99.3 mhz): change ant. to 79 m. *Aug. 14*

St. Augustine, Fla. (BPED-950710ID)—Ocala Radio Ministries Inc. for noncommercial educational WAYL(FM) (91.9 mhz):

change ant. to 103.5 m. *July 28*

Sanibel, Fla. (BPH-950710IH)—Ruth Communications Corp. for WRWX(FM) (98.5 mhz): change ERP to 2.2 kw, ant. to 113 m., TL to 16341 Old U.S. 41, S. Fort Myers. *Aug. 15*

West Palm Beach, Fla. (950719AB)—American Radio Systems License Corp. for WBZT(AM) (1290 khz): increase day power to 10 kw; reduce night power to 4.9 kw; change TL to S of Canal Road, 1.1 km E of Acerage Subdivision, Royal Palm Beach; change ant. system. *Aug. 9*

Valdosta, Ga. (BPCT-950731KR)—Hutchens Communication Inc. for WGV(TV) (ch. 44): change ant. to 277 m., ERP to 1700 visual. *Aug. 15*

Kahaluu, Hawaii (BPH-950613IC)—Brewer Broadcasting Corp. for KLEO(FM) (106.1 mhz): change ERP to 7.3 km, ant. to 88.65 m. *Aug. 7*

Walton, Ind. (BPH-950726IC)—Gladhart Broadcasting Inc. for FM at (93.7 mhz): change TL to .8 km W of Cass-Miamia City on 275 South Rd., Cass City; go to 3-bay ant. *Aug. 14*

Mason City, Iowa (BP-950720AC)—James Ingstad Broadcasting of Iowa Inc. for KGLO(AM) (1300 khz): change TL to 200 St., .28 km W of Hwy 65, Bath; change ant. system. *July 28*

Baker, La. (BPH-950717IE)—Bebe-F Broadcasting Corp. for WBBU(FM) (107.3 mhz): change ERP to 4.6 kw. *Aug. 14*

Portland, Me. (BPH-950712IC)—Ocean Coast Properties for WPOR-FM (101.9 mhz): change ERP to 33 kw, ant. to 184 m., ant. supporting-structure height. *Aug. 4*

Falmouth, Mass. (BMPED-950713IG)—University of Massachusetts for noncommercial educational WFPB(FM) (91.9 mhz): change main studio location. *Aug. 15*

Owosso, Mich. (BPH-950711IB)—Michigan Radio Group Inc. for WMZX(FM) (103.9 mhz): change ERP to 2.86 kw, ant. to 147 m., TL to .42 km S of Hwy 21, .49 km W of Durand Rd. in Venice Township. *Aug. 3*

Pickens, Miss. (BMPH-950727IC)—J. Scott Communications Inc. for WLTD(FM) (105.9 mhz): change ERP to 22 kw, ant. to 226.5 m, TL to 4.8 km NE of Canton. *Aug. 14*

Joplin, Mo. (BPET-950717KF)—Ozark Public Telecommunications Inc. for educational KOZJ(TV) (ch. 26): change ERP to 113.2 kw visual, ant. to 292 m. *July 28*

Kansas City, Mo. (BPCT-950807KN)—Kansas City TV 62 LP for KSMO-TV ch. 62: change ERP to 5,000 kw visual. *Aug. 16*

Bedford, N.H. (BPH-950710IG)—Donna M. MacNeil for WAEF(FM) 96.5 mhz: change ERP to .68 kw, ant. to 296 m., TL to near summit of South Mountain. *Aug. 4*

Millville, N.J. (BPH950705ID)—Wintersrun Communications Inc. for WBSS-FM 97.3 mhz: eliminate directional ant. *Aug. 4*

Trenton, N.J. (950614IG)—Mercer County Community College for WWFM(FM) 89.1 mhz: change ant. supporting-structure height. *Aug. 7*

Albuquerque, N.M. (BPCT-950802KE)—New Mexico Broadcasting Co. Inc. for KRQE(TV) ch. 13: change ERP to 88.3 visual, ant. to 1,287 m. *Aug. 11*

Fort Ann, N.Y. (950717MH)—Christian Theater of the Air Inc. for noncommercial educational WNGX(FM) 91.7 mhz: change ERP to .24 kw, ant. to 174 m., TL to 5 km from Argyle, main studio location to Argyle, frequency to 91.9 mhz. *Aug. 15*

Penn Yan, N.Y. (BP-950720AD)—M.B. Communications Inc. for WLYF(AM) 850 khz: allow nighttime operation with 45.5 w; change ant. system. *July 28*

Columbus-Worthington, Ohio (950803-AB)—Salem Media of Ohio Inc. for WRFD(AM) 880 khz: change power to 23 kw day, change TL to 825 Greenfield Dr., Columbus, change ant. system. *Aug. 14*

Troutdale, Ore. (950804AB)—J.C.O. Broadcasting Inc. for KZTW(AM) 860 khz: change power to 5 kw night, TL to NE 34th Ave., Vancouver, Wash., ant. system. *Aug. 14*

Pittsburgh (BPH-950712IB)—ECI License Co. LP for WXPB(FM) 104.7 mhz: change ERP to 20 kw, ant. to 238 m., TL to 2500 E. Lane, ant. supporting-structure height. *Aug. 4*

Aguada, P.R. (BMPH-950724IC)—Aurio Matos for WNNV(FM) 105.5 mhz: change ant. to 316 m., TL to Cerro Santa Gallo near Escuela Pinales Arriba, 7.4 km SSE of Aguada. *Aug. 14*

Mayaguez, P.R. (BPCT-950607KF)—Telecinco Inc. for WORA-TV ch. 5: change ant. *July 24*

Sioux Falls, S.D. (BPH-950626IK)—Kirkwood Broadcasting Inc. for KTWB(FM) 101.9 mhz: install auxiliary ant. system. *Aug. 3*

Jackson, Tenn. (BPH-950509IH)—Currey Broadcasting Corp. for WTNV(FM) 104.1 mhz: change ERP to 100 kw, ant. to 207 m., from directional ant. to non directional. *Aug. 8*

Murfreesboro, Tenn. (BP-950726AC)—Colonial Broadcasting of Tennessee Inc. for WAPB(AM) 810 khz: add night service with .006 kw. *Aug. 9*

Spring City, Tenn. (BMPH-950614IF)—Walter E. Hooper III for WAYA(FM) 93.9 mhz: change TL to 3.5 km SE of Tranquility. *Aug. 7*

Austin, Tex. (BPH-950612IH)—Amaturo Group Ltd. for KKMJ(FM) 95.5 mhz: change ERP to 30 kw, ant. to 154 m. *Aug. 7*

Bay City, Tex. (950804AC)—Chameleon Radio Corp. for KFCC(AM) 1270 khz: increase power to 2.5 kw day, reduce power to .85 kw night, change TL to .28 km ESE of intersection of Riceville School and Cravens rds., Missouri City. *Aug. 14*

Del Rio, Tex. (BMPCT-950807KM)—Republic Broadcasting Co. for WTRG(TV) ch. 10: change ant. to 92 m., TL to .52 km W of Hwy 277, .76 km SE of Del Rio. *Aug. 16*

Harker Heights, Tex. (BPH-950619IB)—Sonance Killeen License Subsid. Inc. for KLTx(FM) 105.5 mhz: change ERP to 7.8 kw, TL to 3 km NE of Nolanville on Hwy 439, directional ant. *July 24*

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Death of a channel

EDITOR: What? CBS "abandoned a plan...to create an arts channel" ("Group W/CBS ponders cable," Aug. 7)?

Funny, I remember a very much up-and-running CBS Cable, carried in Los Angeles by the Theta Cable System.

It was a fine creative effort, but perhaps a bit premature from a business standpoint. [It was abandoned in 1982 after losing \$40 million in one year.] Cable listings hadn't yet begun to appear in newspapers and *TV Guide*. Theta's monthly *Z Magazine* had an extensive schedule of movies on its local pay service, the Z Channel, but only a brief standing list of channels on the system.

CBS Cable's production budget may have been high for the time. While the A&E channel started out relying on less costly recycled programs, CBS Cable presented a lot of original material. Still another problem may have been the fact that CBS Cable was only a prime time service, so system operators had to pair it with other services to

fill out the day on a channel.

A more thoughtful approach might have been for CBS to have combined its evening arts program with a daytime financial program (there was no FNN or CNBC yet, but KWHY[TV] Los Angeles [ch. 22] had been operating locally for years) and an overnight talk show (such as that later featured on CBS-TV, *Nightwatch* with Charlie Rose). Who knows? By now it might have expanded into three separate 24-hour channels. Instead, CBS Cable closed down after only a short run.

It was at about that time that Westinghouse, in a joint venture with ABC, launched SNC, the Satellite News Channel ("Give us 18 minutes, we'll give you the world!"). SNC was acquired by CNN and merged into what is now *Headline News*.

That was an exciting, but risky, time in cable programming.—*Thomas D. Bratter, Los Angeles*

More talk

EDITOR: I enjoyed reading your "Breath of fresh air" editorial in the

July 3 edition of *BROADCASTING & CABLE*. While Governor Cuomo is to be congratulated for adding his voice to America's radio airwaves, please know that he is not alone in providing thoughtful conversation. My nationally syndicated *Beyond the Beltway* is now heard in 29 markets from coast to coast—America's only live coast-to-coast radio program on Sunday night.—*Bruce DuMont, Chicago*

Metamorphoses

EDITOR: Observations: Late in the 1980s, Rush Limbaugh described himself on WABC (AM) New York as a "radio entertainer" (I have the aircheck). Now, he's a "serious" conservative political commentator.

Andrew "Dice" Clay, the foul-mouthed stand-up comic, has become a respectable "sitcom entertainer/actor" (on CBS).

What's next? The *Disney/ABC Nightly News* with Howard Stern and Don Imus as co-anchors? Anything seems possible.—*Jim Carr, Carr Productions, Reading, Pa.*

THIS WEEK

Aug. 23-26—*Asian American Journalists Association* 8th annual national convention. Hilton Hawaiian Village, Honolulu. Contact: (415) 346-2051.

Aug. 24-26—*Nebraska Broadcasters Association* 62nd annual convention. Omaha Marriott, Omaha. Contact: Dick Palmquist, (402) 333-3034.

Aug. 24-26—*West Virginia Broadcasters Association* 49th annual convention. The Greenbriar Resort, White Sulphur Springs, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

Aug. 27-29—*Michigan Association of Broadcasters* 47th annual meeting and management retreat. Grand Hotel, Mackinac Island, Mich. Contact: (800) 968-7622.

AUGUST

Aug. 28-30—The Eastern Show, presented by the *Southern Cable Television Association*. INFORUM Exhibit Facility, Atlanta. Contact: Nancy Horne, (404) 252-2454.

Aug. 29—1994 Community Service Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel, New York City. Contact: Trudy Wilson, (212) 586-8424.

Aug. 30-31—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort, Wisconsin Dells, Wis. Contact: Thomas Hanson, (608) 256-1683.

SEPTEMBER

Sept. 2-4—News management seminar for women and minorities, presented by the *Radio-Television News Directors Foundation*. New Orleans Marriott, New Orleans. Contact: Kathleen Graham, (202) 467-5216.

Sept. 6—*Hollywood Radio and Television Society* newsmaker luncheon. Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: Neith Stickells, (818) 789-1182.

Datebook

Sept. 6-7—*Women in Cable & Telecommunications* executive development seminar. Hyatt Regency Tech Center, Denver. Contact: Christine Bollettino, (312) 634-2335.

Sept. 6-9—World Media Expo, comprising the *National Association of Broadcasters Radio Show* (contact: Karen Dada, [202] 429-4194); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-0122); *Radio-Television News Directors Association* international conference (contact: Kristen McNamara, [800] 807-8632); and *Society of Motion Picture and Television Engineers* 137th technical conference (contact: [914] 761-1100). New Orleans Convention Center, New Orleans.

Sept. 7-8—*Women in Cable & Telecommunications* course: "Convergence: Partners in Progress." Continental Cablevision Bldg., Portsmouth, N.H. Contact: Molly Coyle, (312) 634-2353.

Sept. 9—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards creative arts banquet. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

Sept. 10—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards presentation and telecast. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

Sept. 10-15—"Writing Narratives on Deadline,"

Sept. 27—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Bobbi Alsina, (813) 821-9494.

Sept. 11—13th annual Ethics in Telecommunications Lecture & Luncheon, presented by the *United Church of Christ Office of Communication*, New York City. Contact: (216) 736-2222.

Sept. 11-12—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Ramada Inn, Andover, Mass. Contact: (610) 363-6888.

OCTOBER

Oct. 9-13—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

APRIL 1996

April 15-16—*Television Bureau of Advertising* sales & marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

MAY 1996

May 19-22—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disneyworld), Fla. Contact: Mary Toister, (708) 296-0200.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Tony Lynn: Taking Playboy around the world

If things had worked out differently, Tony Lynn's dream of becoming a sports radio announcer might have had him calling the play-by-play for the New York Knicks today, instead of calling the managerial shots as president of Playboy Enterprises' video and cable TV operations.

While attending Duke University in the early 1970s, Lynn was the radio voice of the school's Blue Devils basketball team and was a part-time disk jockey at a local AM station.

But Lynn's vision of himself as professional sports announcer quickly evaporated when he realized upon graduating with a master's degree from Syracuse University that "unless you're a famous ex-professional sports star, chances of becoming a sports announcer are pretty slim."

So Lynn signed on as program manager with Teleprompter Cable TV, a fledgling cable system in Elmira, N.Y. He became a jack-of-all-trades, producing, directing, hosting, announcing and basically running a small cable TV station. "There was no real separation between journalism and commerce," he says. "I would sell advertising in the morning and do newscasting at night."

Lynn joined HBO in New York in 1977 as director of programming for Telemation Program Services, a now-defunct division that provided programming for stand-alone pay-TV channels.

At HBO, Lynn learned about cable programming, scheduling, affiliate relations and network operations. He helped launch cable's first pay-per-view tier, "Uptown," for Teleprompter's upper-Manhattan franchise.

Lynn found that negotiating cable program rights got his adrenalin pumping. "It certainly was a hell of a lot more fun to buy up and program movies than to sell local cable TV advertising," he says. "It was very exhilarating. And I got to work with some smart industry people like Gerry Levin," now chairman of Time Warner.

In 1980 Lynn moved to Columbia Pictures' pay-TV division, where he sold Columbia theatrical releases to HBO and Showtime. He got an overnight education in motion picture financing and entertainment company strategy, he says.

At Columbia's Burbank, Calif., movie studio, Lynn worked 80-100-hour weeks alongside legendary industry workhorse Jonathan Dulgen, now chairman of Viacom Entertainment. Under Dulgen, Lynn helped build the film industry's first major studio



"I think we've done a lot...to sustain [the cable industry's] confidence."

Anthony Joseph Lynn

President, Playboy Entertainment Group/executive VP, Playboy Enterprises, Beverly Hills, Calif.; b. July 2, 1952, Danville, Va.; BA, Duke University, Durham, N.C., 1974; MS, Syracuse University, N.Y., 1975; program manager, Teleprompter Cable, Elmira, N.Y., 1975-77; director of programming, Telemation Program Services, HBO, 1977-78; director of programming, HBO Program Services; 1978-80; VP/GM, Columbia Pictures Pay TV, 1980-82; senior VP/GM, Columbia Pictures Pay TV, 1982-83; VP, office of president, Columbia Pictures International, 1983-84; senior VP, marketing, Columbia Pictures Int'l, 1984-87; president, cable, pay TV, home video, Coca-Cola Communications, 1987; executive VP, international TV and worldwide pay TV, MGM/UA Communications, 1987-90; president, worldwide television distribution, MGM, 1990-92; current position since 1992; m. Cathleen MacDonald, 1973; children: Megan, 16; Jeffrey, 10.

output deal, giving HBO exclusive rights to every Columbia movie made for four years.

Promoted in 1982 to senior vice president, Lynn was in charge of Columbia's non-theatrical distribution division, which sells movies to airlines, hotels and businesses. A year later he was moved back to New York as VP, office of the president, overseeing the company's international theatrical division.

After stints with Columbia's newly formed company Coca-Cola Telecommunications and then as executive VP of international TV and worldwide pay-TV distribution at MGM-UA, Lynn was appointed president of MGM-Pathe Communications' worldwide television distribution. When MGM-Pathe defaulted on its loans in 1992, Lynn decided it was time to leave. He joined Playboy that June as president of Playboy Entertainment Group and executive VP of its parent corporation, Playboy Enterprises.

What attracted him to Playboy was "the opportunity to do virtually everything I'd ever done at all my other jobs, but all at once." Lynn ran Playboy's domestic pay-TV network, Playboy TV, and oversaw production of the pay channel's on-air programming.

Lynn's priority has been to execute Playboy President Christine Heffner's vision of expanding Playboy TV across the globe. "When I first got here, our TV programs were being seen in three to four countries. Our programs are now seen in over 100 countries," Lynn says.

Playboy's latest expansion efforts are in Great Britain and Japan. Channels there are set to launch in October.

Besides expanding international distribution, Lynn's other long-term goal at Playboy is to build up the company's TV networks to be more than "simply a program distributor." He envisions full-fledged networks that both produce and distribute Playboy cable and pay-per-view video product.

Under Lynn, Playboy has improved the access and buy rates of Playboy TV's U.S. Network. "It has the potential of being the single most profitable part of this company," Lynn says. "Our buy rate has improved consistently each month in the last nine."

Playboy TV has kept its solid track record within the cable industry, Lynn says. "Playboy TV has been around for a dozen years and has generated more than \$300 million...for the cable industry. I think we've done a lot in the last couple of years to sustain [the industry's] confidence." —JM

Fates & Fortunes

BROADCAST TV

Appointments at WTAJ-TV Altoona, Pa.: **Don Schwenneker**, weather anchor/feature reporter, WAKA(TV) Selma, Ala., joins as weathercaster; **Beth Ann Egan**, account executive, named LSM; **Dennis Fisher**, news director, WJHL-TV Johnson City, Tenn., joins in same capacity.

Appointments at WWOR-TV Secaucus, N.J.: **Bob Alan**, weather director/anchor, WCPO-TV Cincinnati, joins as weathercaster; **Leslie Glenn**, director, programming, WWOR-TV, named director, programming and creative services.

Appointments at WTTV(TV) Bloomington, Ind.: **Rick Barber**, director, engineering, named director, operations; **Perry Kuhns**, maintenance engineer, named chief engineer.

Appointments at WTRF-TV Wheeling, W. Va.: **Jim Squibb Jr.**, president, Squibb Mansuetto Pappa, Wheeling, joins as VP/GM; **Mark Davis**, news anchor, named news director; **Debbie Stewart**, LSM, KOSA-TV Odessa, Tex., joins in same capacity; **Jim Roberts**, LSM, named national/regional sales manager.

Diane Lillicrap, promotion manager, WHSV-TV Harrisonburg, Va., named marketing/creative services manager.

Appointments at KHOU-TV Houston: **Mario Hewitt**, NSM, named LSM; **Jeff Lovins**, research director/LSM, named NSM.

PROGRAMING



Hussey

Frank Hussey, director, Western division, MGM Domestic Television Distribution, Santa Monica, Calif., named VP, Southwest division.

Andrew Lassner, coordinating producer, *The Jane*

Whitney Show, Burbank, Calif., named senior producer, *Carnie*.

Mindy Hahn, director, ad sales research, MTM Worldwide Distribution, Studio City, Calif., named director, cable research.

Rick Silver, staff writer/producer, on-air

promotion, CBS, Los Angeles, named director, comedy on-air promotion.

Joey Franks, manager, creative affairs, Warner Bros. Television Animation, Burbank, Calif., named director; **Christopher Keenan**, story editor, animation, Amblin Entertainment, joins Warner Bros., Burbank, as director, programming, television animation.

Carla Wohl, freelance correspondent, KCBS-TV Los Angeles, joins *Sightings* there as a correspondent, investigative team.

Deborah Norton, producer, PBS series *Home Green Home*, joins Columbia TriStar Television Distribution, Culver City, Calif., as director, production and programming.

RADIO



Camacho

Marco Camacho, NSM, KNX(AM) Los Angeles, joins El Dorado Communications stations KQQK(FM) Galveston; KXTJ (FM) Beaumont, and KEYH(AM) Houston, all Texas, as VP/GM.

Appointments at

WNAP-FM Indianapolis: **Johnny George**, production/imaging director, named assistant program director; **Dan Osborne**, commercial producer, named production/imaging director.

John Butler, news director, WSYR(AM)/WYYY(FM)/WBBS(FM) Syracuse, N.Y., joins KMOX(AM) St. Louis in same capacity.

Beth Stark, prepress manager, Marketing Support Management Inc., joins The Radio Advertising Bureau, Dallas, as media/marketing editor, communications department.

Craig Cohen, announcer, KBIA(FM) Columbia, Mo., joins WILL(AM) Urbana, Ill., as producer/host, *Morning Edition*.

Debra Harris O'Hearn, account executive, WBZ(AM) Boston, named LSM.

Stuart Gorlick, account executive, WDRE-FM Garden City and WMRW(FM) Westhampton, both New York, named LSM, WDRE-FM.

Karl Wertzler, sales executive/promo-

tion director, WGIL(AM)/WAAG(FM) Galesburg, Ill., joins The Associated Press, Washington, as regional radio executive.

CABLE



Turner

Ellen Turner, senior director, marketing, Taco Bell Corp., joins The Weather Channel, Atlanta, as senior VP, strategic marketing.

Bruce Harrington, manager, program operations, Prime SportsChannel

Networks, Woodbury, N.Y., named senior manager.

Robin Shallow, account director, Pamela Giddon & Co., New York, joins *Sports Illustrated* there as manager, television and business public relations.

John Brewster, account executive, Prevue Networks, Tulsa, Okla., joins Z Music Television, Nashville, as regional marketing manager, Central region.

Patrick McClenahan, VP, programming and production, Prime Sports West, Los Angeles, adds assistant GM to his responsibilities.

Elizabeth Posner, director, affiliate ad sales, MTV Networks, Los Angeles, named VP, Central region, affiliate sales and marketing, Chicago office.

Appointments at CNBC, Fort Lee, N.J.: **Debbie Finan**, coordinating producer, *Talk All-Stars*, named supervising producer; **John Vilade**, account executive, special markets, named manager.

Ajit Dalvi, director, strategic planning and development, Coca-Cola Co., Atlanta, joins Cox Communications Inc. there as VP, strategic marketing.

Mike Donovan, chief engineer, New England Sports Network, Boston, joins Home & Garden Television and Cinetel Studios, Knoxville, Tenn., as director, engineering.

LaDebra Moore, publicist, The History Channel, New York, named manager, public relations.

Mark Bienstock, corporate partner, Gold & Wachtel law firm, New York, joins USA Networks International there as VP, legal and business affairs.

John Michaeli, director, publicity, Buena Vista Television, joins International Family Entertainment, Virginia Beach, Va., as director, corporate communications, West Coast, Los Angeles office.

Jon Miller, CEO/managing director, Nickelodeon UK, London, named managing director, Nickelodeon International there.

Paul Waters, director, local ad sales, CNBC/America's Talking, Fort Lee, N.J., joins TV Food Network, New York, as VP, local advertising sales.



Knoller

Appointments at American Movie Classics, Woodbury, N.Y.: **David Knoller**, VP, production, HBO Original Programming and HBO Independent Productions, joins as senior VP, programming and production, Los Angeles; **Catherine Benson**, senior VP/management supervisor, DDB Needham, Los Angeles, joins as VP, Western Region.

John Doherty, NSM, Sci-Fi Channel, New York, named director, sales.

ADVERTISING/MARKETING



Habib

Linda Habib, executive producer, Tony Silver Films, New York, joins Storm Media Studios (formerly Twisted Entertainment), Venice, Calif., in same capacity.

William Fagan, director, sales, CNI, New York, joins Group W Sports Marketing there as director, sales, Midwest region.

MULTIMEDIA

Appointments at Metro Networks: **Claire Meyerhoff**, anchor/reporter, WTOP(AM) Washington, joins as news bureau chief there; **John Sorbi Jr.**, owner, Jack Sorbi Productions, Raleigh, N.C., joins as director, operations, Houston; **Mike Morrison**, director, operations, Metro Traffic Control, Washington, joins New York office as director, operations; **Michael Sambor**, GM, HBO Visitor Information Net-

work, joins as GM, Philadelphia.

Joe Lentz, senior VP, broadcasting, Palmer Communications Inc., Des Moines, Iowa, named president/COO.

ALLIED FIELDS

Scott Crum, director, human resources, Northrop Grumman, Dallas, joins General Instrument Corp., Hatboro, Pa., as VP, human resources.

Mark Barron, director, affiliate marketing, Comedy Central, New York, joins BMI there as director, sales and marketing, media licensing.

Jill Green, senior VP, creative advertising, 20th Century Fox, joins Creative Domain, Los Angeles, as senior VP/associate creative director.

DEATHS



Swayze

John Cameron Swayze, 89, television journalist, died Aug. 15 at his home in Sarasota, Fla. Swayze began his career as a reporter with the *Kansas City Journal Post*. He moved to television, where he became the host of the 15-minute *Camel News Caravan* on NBC in 1949. The show replaced the straight newsreel format with live shots, interviews and commentary. He also served as a panel member on the NBC quiz show *Who Said That?* and as master of ceremonies of *Watch the World*, a children's educational show. In 1956 he went to work for Timex and was featured in the company's commercials for 20 years delivering the famous line "It takes a licking and keeps on ticking." Swayze is survived by his wife, Beulah Mae; two children, John and Suzanne; six grandchildren, and eight great-grandchildren.

Oveta Culp Hobby, 90, broadcasting and newspaper executive, died Aug. 16 at her home in Houston. She had suffered a stroke in April. Hobby's newspaper career began in the 1930s as a book review editor at the *Houston Post*—a paper owned by her husband, William Pettus Hobby, former Texas governor—and she later became president/editor. She also helped to run KPRC-TV Houston, the *Post's* NBC affiliate. She sold the paper in 1983 for \$130 million to the Toronto Sun Publishing Co. Nine



Hobby in 1968

years later H&C Communications, another of her family's enterprises, sold its five television stations to Young Broadcasting, New York, for an estimated \$600 million. Media was only one of Hobby's vocations. Others included secretary of health, education and welfare of the Federal Security Administration during the Eisenhower administration; director of the Women's Army Corps during World War II; parliamentarian of the House of Representatives of the Texas legislature, and author of the textbook, "Mr. Chairman." Hobby is survived by two children, William and Jessica.

Phil Harris, 91, singer, bandmaster and comic, died Aug. 11 after a heart attack at his home in Rancho Mirage, Calif. Harris started as a bandmaster in the 1930s and for 16 years was a regular on NBC Red's Jack Benny radio show. In the early 1930s he appeared on *Listen to Harris*, and *Melody Cruise*, both NBC Blue productions. In 1947 he and his wife, Alice Faye, teamed to do a radio show that lasted until 1954. Harris appeared in several films and comedy shorts as himself—"I Love a Band-leader," "Wabash Blues" and "So This Is Harris," which won an Academy Award for best comedy short subject. In 1967 he provided the voice of Baloo the bear in Disney's cartoon version of "The Jungle Book" and sang the Oscar-nominated song "The Bare Necessities." He is survived by his wife; two daughters; four grandchildren, and two great grandchildren.

Robert William Bray, 66, broadcasting executive, died Aug. 15 of a heart attack at his home in Avon, Conn. Bray's career began as a staff announcer at WKNB(AM) Hartford, Conn. Later he held VP/GM posts at WHNB(TV) (now WVIT) New Britain, Conn., ESPN Entertainment and Sports Programming and WNBC(TV) New York. He also held positions at Hartford CATV and Times Mirror Cable TV. Bray is survived by his wife, Joan; two children, Robert and Caryn; four grandchildren; a brother; three nephews, and a niece.

—Compiled by Denise Smith
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The FCC last week approved SF Broadcasting's acquisition of KHON-TV Honolulu; WALA-TV Mobile, Ala., and WVUE New Orleans. The commission said that SF complies with foreign ownership benchmarks, but also said the approval is contingent on the outcome of a pending review of its attribution rules. Fox holds a 25% nonvoting stake in SF. Under current rules, the four stations will not count as Fox-owned facilities. Commissioner Susan Ness issued a separate statement concurring with the decision but voicing concern over "nonattributable" relationships that grant minority shareholders influence over broadcast licenseholders. "For any ownership limits to be meaningful, our attribution rules must be fair, clear and realistic," Ness said.

Radio stations are challenging the FCC's EEO rules. Arlington, Va.-based Haley Bader & Potts last week filed a petition on behalf of its radio clients asking the commission to either revise or repeal its EEO requirements. The firm's petition maintains that the Supreme Court's *Adarand* decision casts doubt on the constitutionality of the FCC's EEO rules.

A U.S. Appeals Court in Washington last Friday told the FCC to reconsider its decision not to grant new TV licenses to Achernar Broadcasting and Lindsay Television Inc. The commission had denied applications from the two companies to protect a radio astronomy observatory from potential interference, but the court rejected the commission's rationale and asked the FCC to reconsider the applications.

The Wireless Cable Association has asked the FCC to reconsider portions of its MMDS auction rules. The group challenged the FCC's decision to grant auction winners a right of first refusal on new

Ameritech wins cable franchise in Illinois

The Glendale Heights, Ill., board of trustees last week unanimously approved a cable TV franchise agreement for Ameritech that will create competition for the current cable operator, Time Warner. It will take a year to build the system, which will pass 29,000 homes in the suburban Chicago community.

As part of the franchise agreement, Ameritech will pay 5% of the system's annual gross revenue to Glendale Heights. Ameritech said it will invest more than \$5 million to build the two-way video communications network and plans to begin offering a package of 80 broadcast, cable, premium and pay-per-view channels early next year. It plans to expand to 300 channels and within a few years add other interactive services, such as grocery ordering and video games.

Ameritech and its partners The Walt Disney Co., BellSouth, GTE and SBC Communications are lining up programming and developing interactive services for their planned nationally branded service. —MB

ITFS spectrum capacity and also asked for clarification of licenseholder rights.

Jones Intercable reported a 13% rise in operating cash flow, from \$14.3 million to \$16.2 million, for its fourth fiscal quarter ended May 31. Jones officials say the increase reflects the company's acquisition of Jones Spacelink's assets, the purchase of the North Augusta system and an increase in basic subscribers. For the quarter, Jones's net loss declined 31%, to \$4.93 million, from \$7.13 million last year. Revenue for the quarter increased 33%, from \$32.7 million to \$43.4 million. For fiscal 1995, operating cash flow increased 6%, from \$56.1 million to \$59.3 million, and net loss declined 84%, from \$25.3 million to \$4.0 million. Sales revenue for the year increased 19%, from \$126.5 million to \$150.9 million.

International Family Entertainment's operating cash flow rose 89%, from \$6.1 million to \$11.5 million, in the second quarter ended June 30. The company reported that net income more than doubled, from \$1.9 million to \$4.0 million, while earnings per share grew from 4 cents

to 11 cents. IFE's revenue increased 21%, from \$51.6 million to \$62.3 million. For the first half of 1995, IFE saw a 44% increase in cash flow, from \$15 million to \$21.6 million. Net income rose 59%, from \$4.5 million to \$7.1 million, and revenue climbed 19%, from \$104.9 million to \$124.9 million. Earnings per share rose from 10 cents to 19 cents.

Showtime Networks has signed an agreement giving Hallmark Entertainment international distribution rights to at least 10 Showtime Original Pictures productions outside the U.S. and Canada. In addition, the deal calls for Hallmark Entertainment to handle U.S. home video distribution of 20 Showtime Original Pictures titles. Hallmark also will co-produce and co-finance another six Showtime titles. The first list of titles to be co-financed includes *Losing Chase*, directed by actor Kevin Bacon and starring Kyra Sedgwick, Beau Bridges and Helen Mirren; *Mr. & Mrs. Loving*, starring Louis Gossett Jr. and Eric Stoltz; *Hidden In America*; *In the Presence of Enemies*, and *Riot*.

Emmis Broadcasting will sell its \$3 million investment in TalkRa-

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Incorporating The Fifth Estate TELEVISION Broadcasting

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Closed Circuit

dio UK, Great Britain's talk radio network, in which Emmis lost money last year. Emmis Chairman/CEO Jeff Smulyan said company management did not have an opportunity to be as "hands on" in the project as they had hoped.

The Extremists with Gabrielle Reece has been cleared in all top 10 markets and 29 of the top 30, with total coverage of more than 80% of the country. The weekly half-hour series, distributed domestically by Maxam Entertainment and internationally by Trans Atlantic Entertainment, focuses on extreme sports.

Fox Broadcasting's cable movie channel, fXM: Movies from Fox, will scramble its signal beginning later this month. The network, which launched in October 1994, will transmit its signal via fixed key beginning Aug. 22 at noon ET and via fully addressable beginning Aug. 31 at noon.

DIC and SeaGull Entertainment's Sailor Moon has been cleared in 87 markets, representing 84% of the country. The strip kids show debuts Sept. 11. New market clearances include KDFI Dallas, KTXH-TV Houston, WBNX Cleveland and WHSL St. Louis. Sixty-five half-hour episodes of the Japanese import have been produced for the first season.

The National Academy of Television Arts and Sciences has released the finalists for its annual public service announcement Emmy awards. Television station finalists are KRMA-TV Denver, KSAZ-TV Phoenix, WBZ-TV Boston, WISN-TV Milwaukee and WSVN Miami. The awards will be presented on Aug. 29 in New York.

Showtime Event Television will telecast the World Combat Championship tournament of professional martial arts experts. The PPV event will air Oct. 7 at 9 p.m. ET from the Lawrence Joel Veterans' Memorial Coliseum in Winston-Salem, N.C. It will be produced by the Marcus/Peters Organization and will be distributed by SET Pay Per View.

Errata—In a Fates & Fortunes item (BROADCASTING & CABLE, Aug. 14) we misspelled Peggy Binzel's name. Binzel has been promoted to the top lobbyist spot at Fox. Her new title is senior VP, government relations.

DENVER

Second-channel foe?

Tele-Communications Inc. denies it, but sources maintain that the number-one cable operator has been trying to stir up opposition among computer companies and others to giving broadcasters a second channel for digital TV. TCI is "not actively involved" in digital broadcasting and has "not talked to anybody else" about it, says spokesman Bob Thomson. "However," he adds, "it's hard for us to imagine how Congress would embrace a plan to give \$60 billion of free spectrum to broadcasters...given the budget crunch."

KANSAS CITY

Goin' to Kansas City?

According to local market sources, QDE, the entertainment company owned by Quincy Jones and David Salzman, has purchased the rights to a construction permit to build a new TV station (ch. 32) in Kansas City. The seller, sources say, is local investor Robert Liepold, a former Sprint executive, who will consult QDE on the building of the station. It is widely speculated that QDE will enter a local marketing agreement with one of the existing TV players there. Potential partners include Scripps Howard's KSHB-TV, New World's KDAF-TV, Hearst's KMBC-TV and Meredith's KCTV. Another potential partner: KSMO-TV, now owned by ABRY, but expected to be acquired by Sinclair, which has an option to buy the station. Sinclair is a major LMA player. Through a spokeswoman last week, Salzman said "there is just nothing to say" yet about QDE's plans for ch. 32.

NEW YORK

Blowing smoke?

While radio shock jock Howard Stern talks about assembling a cast of radio talk talent and launching his own network to distribute his show, industry insiders won't reveal whether Stern is serious or just pumping up rumors. Stern is scheduled to begin contract renegotiations this fall with his show's longtime syndicator, Infinity Broadcasting.

Sources say Stern has been

pleased with his treatment by Infinity management, including President/CEO Mel Karmazin. Meanwhile, Stern routinely rants about bumping "that fat Rush Limbaugh" off the air with his own hand-picked cast of radio jocks. Stern's agent, Don Buchwald, says only that "there is merit to everything [Stern] talks about. We are leading a very full life, and in my opinion, he's just begun his career."

BRISTOL

Psyched over synergies

Calling the proposed merger between Disney and Capcities/ABC "the best combination of a programmer and distributor in media history," ESPN President Steve Bornstein last week predicted that the megamerger is a "harbinger of additional sports partnerships to come." Bornstein says he's excited about potential Disney/ESPN (which is owned by Capcities/ABC) alliances in addition to the ESPN/Disney sports bar, the first of which opens at Disney World in Orlando, Fla., next spring.

NEW YORK

Bunny shop

If the concept proves successful, look for Playboy to expand its recently added home shopping segment now airing on Playboy TV into a full-scale shopping channel. "If it works out, there's always the potential to roll out a Playboy branded shopping service," says Playboy Entertainment President Tony Lynn.



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"They're not real bullet holes—our talk host feels they give him a macho image!"

High cost of hesitancy

In a telecommunications world moving at flank speed toward the digital 21st century, broadcasters are lagging conspicuously behind—so much so that many in official Washington have the impression that broadcasters would rather not be bothered by either the opportunity or the progress the millennium presents. It is an attitude that can cost them dearly, near term and long.

This reluctance is most notable regarding HDTV. For more than a decade the government and some in the industry have been working diligently to provide a high-definition standard and, more recently, a digital standard, to give broadcasters somewhere to go when NTSC and analog leave them high and dry. For almost the same length of time many broadcasters have been reluctant bridegrooms, wary of the benefits and chary of the cost—apparently unwilling to reinvest in their own medium.

Several things happened while broadcasters were hanging back. The convergence of media put everyone in everyone else's business. Suddenly you find cable operators with options on broadcast properties, just in case. The computer industry is reported to be feeling out congressional sentiment toward its getting into the broadcast act. The chairman of the FCC becomes Mr. Auction, eyeing all spectrum for its potential value on the block. And Congress sets out to balance the nation's books by 2002, with \$14 billion specified to come from spectrum.

Far be it for us to be profligate in spending another's money, but the transition costs over which broadcasters have worried pale beside the asset value that spectrum represents. Did anyone notice that a UHF assignment in New York City just went for \$207 million? And that was just stick value—that is, the cost of the license and the plant. In the opinion of this page, it's possible that more money will

be made over that second channel in 10 years than over the first channel in 50.

Dating from about the moment that Rupert Murdoch started the Great Affiliation Wars, the prospects of the broadcasting industry have mounted by the day, up to and including the Disney-Capcities and Westinghouse-CBS deals. It's not too late, however, to blow broadcasting's advantage in the Communications Act of 1995, and with the FCC. This is the time for broadcasters to declare their ardor and their intentions toward HDTV and the second channel.

Two for two

The FCC's Mass Media Bureau has met two deadlines in a row: June 30, its promised date for resolving the backlog of station assignment and transfer applications, and July 31, the deadline for appeals of staff decisions on those applications. It gets the praise, the industry gets the benefit. Quid pro quo.

A matter of time

The Ad Council has released its totals for the nation's largest suppliers of public service advertising time. The winner by a mile is the Fifth Estate. Broadcasters contributed a total \$564.8 million in airtime, up more than 61% from last year. Cable contributed \$237.7 million, up 29.1% over last year. That total \$802.5 million is nine-plus times the donated space of all other media combined (outdoor, transit, newspaper, magazine, new media and business press). FCC Chairman Reed Hundt called it "a good example of the important contributions the media can make to serve the public interest." Agreed.

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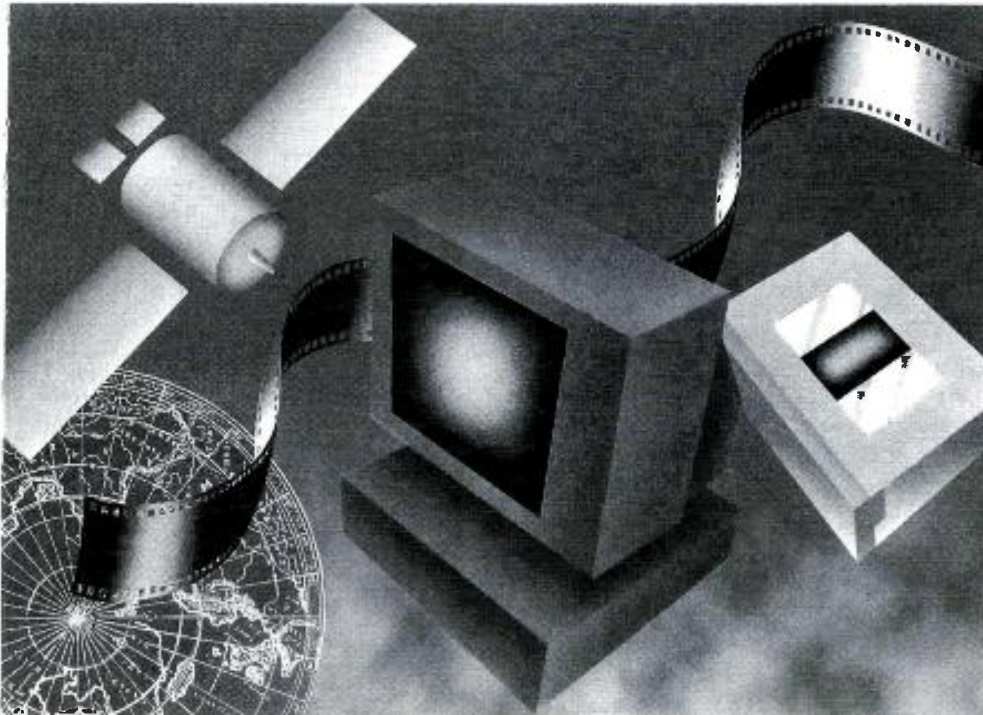
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