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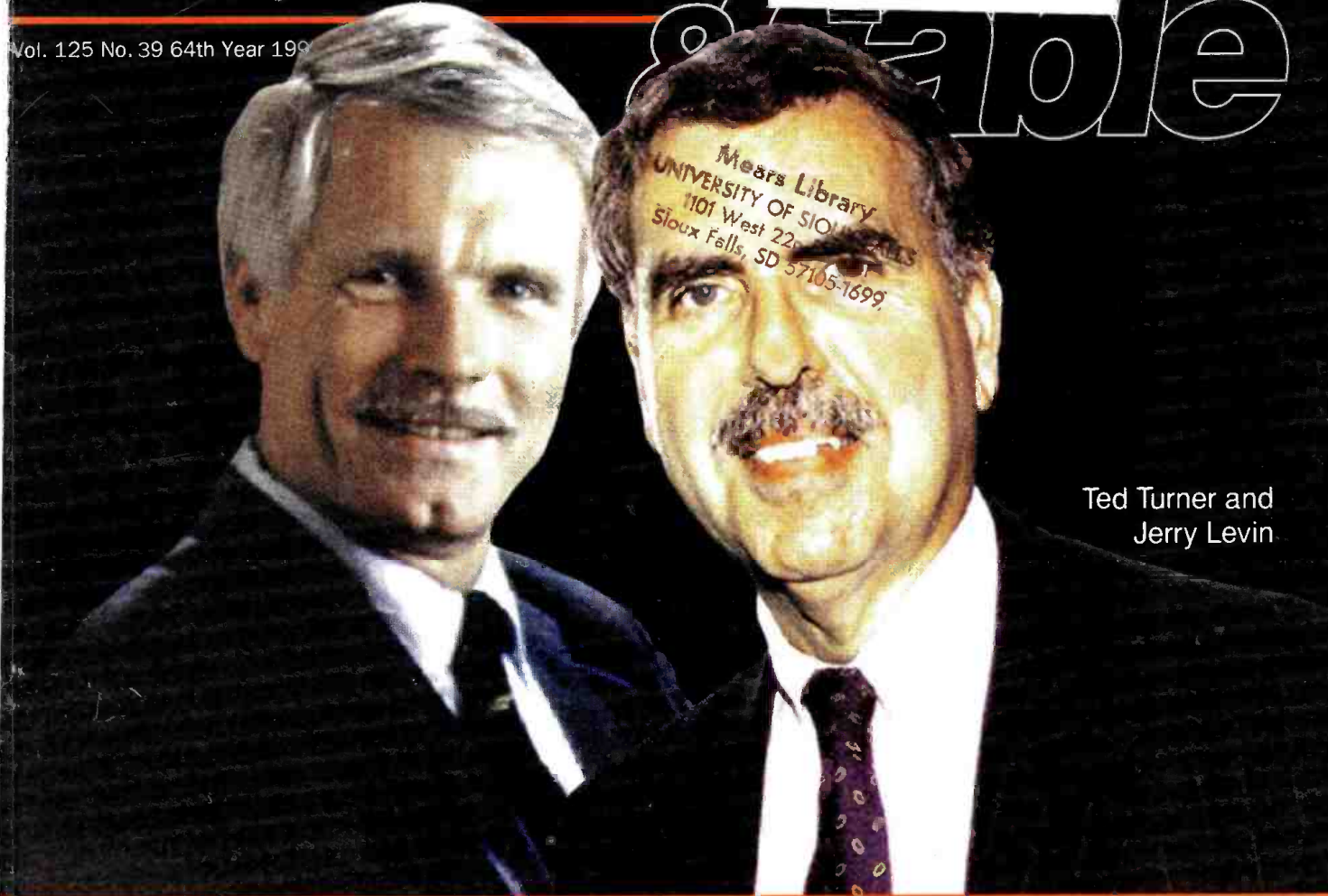
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Ted Turner and Jerry Levin

It's a Deal

Time Warner and Turner come together in media's largest megaforce

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Fast Track

Must Reading from
BROADCASTING & CABLE
September 25, 1995

TOP OF THE WEEK



Paramount has sold the off-net rights to 'Frasier' for upward of \$100,000 a week to WPIX New York. / 11

TW, Turner: It's a deal Ted Turner will be the big winner in a Time Warner/Turner Broadcasting System merger, cashing in TBS for \$2.5 billion. / 8

Full-court press for kids TV Politicians from President Clinton to Senate Majority Leader (and Republican presidential candidate) Bob Dole are trying to lessen sex and violence on TV, making First Amendment purists uneasy. / 14

NBC takes early lead Powerhouse performance on Thursday and a strong Tuesday put the network out front after four days of the new prime time season. / 12

Networks advance in violence war A UCLA study found "promising signs" in the way violence was depicted on the broadcast networks last season. But it found that most series that rely exclusively on violent themes are aimed at children. / 17

What's going on, part 2 What's going on, financially speaking? Steven Rattner continues his conversation about major-media consolidation, Ted Turner and deregulation. / 23

BROADCASTING

O.J. finale nears Plotting network coverage of the closing arguments and verdict in O.J. Simpson's double-murder trial is proving "a real nightmare." / 28

WB/UPN talk merger The competitors to be the fifth network have held cursory merger talks, but a WB/UPN union is not expected anytime soon. / 32

Murdoch sells; friends gain two TVs Partners-turned-competitors Robert Smith and George Lilly unknowingly linked up last week to buy two TV stations from Elisabeth Murdoch, daughter of Rupert. / 36

Publisher questions copyright rule An L.A. music publisher may ask the Supreme Court to rule on the validity of copyrights for all songs released before 1978. The case would have ramifications for the radio industry. / 39

CABLE

Ovation for New York Times The New York Times Co. is buying a stake in the privately owned Ovation arts network. The company earlier bought a minority stake in Popcorn Channel. / 44

Shop around the clock Three cable networks soon will feature around-the-clock infomercials. / 44



'Larry Sanders' was spritzed with a dozen CableACE nominations last week. / 48

Big numbers are music to DBS ears One analyst says a sizable chunk of direct broadcast satellite subscribers will come from current cable subscribers. / 46

TECHNOLOGY

DARS battle lines drawn Digital radio proponents insist that the technology will have little, if any, impact on terrestrial broadcasters. Broadcasters disagree, saying the service will overwhelm radio stations. / 54

Defense contractor goes commercial Research Development Laboratories wants to bring its military technologies—including its fiber-optic network—to the commercial market. / 54

Telemedia Week

Set-top chaos reigns The making of a digital set-top box is proving more difficult than anticipated—so difficult that Scientific-Atlanta, for one, is focusing on advanced analog boxes instead. / 58

Marcus teams with Interactive Channel Marcus Cable Co. plans to extend the Interactive Channel to customers in Texas. The service is deployable over current cable systems. / 60



The Sprint-cable company PCS venture has joined with small cable operators to cover more than 40% of U.S. households. / 58

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**WHEN BUYING AN OFF-NETWORK SITCOM,
THERE'S ONLY ONE WAY TO KNOW
IF IT WILL BE SWEET FIVE DAYS A WEEK.**



LOOK WHERE IT CAME FROM. IF IT'S A HIT ON TGIF



**Hangin' with
Mr. Cooper**

It's hard figuring out which network sitcom will be sweet in syndication. But the job of picking your next hit sitcom strip becomes easier if you know where to look.

Of the 270 comedies that have premiered on the CBS, NBC, ABC and FOX networks since 1986, only 18 were strong enough to make it to syndication. And of those, only 6 were hits five days a week.

Four of those six came from either ABC's TGIF or Fox. They are "Full House," "Family Matters," "Married...With Children" and



AVAILABLE FALL '96

Bickley/Warren Productions
Jeff Franklin Productions
in association with
Warner Bros. Television

OR FOX, IT'LL BE DELICIOUS IN SYNDICATION.



Living Single

"The Simpsons." And this season, TGIF's "Step by Step" is continuing that tradition of syndication success.

What are the next big success stories coming from this breeding ground of success? TGIF's "Hangin' with Mr. Cooper" for Fall '96 and Fox's "Living Single" for Fall '97!

To predict future syndication success, just look at the past. If it works on ABC's TGIF or Fox, it works in syndication.



AVAILABLE FALL '97

A Sistim Lee Production
in association with
Warner Bros. Television

It's TBS Time

By Steve McClellan

Time Warner and Turner Broadcasting System have agreed to merge—after five weeks of grueling negotiations, most of which involved TCI's John Malone.

The \$8 billion stock swap is subject to FCC and shareholder approval. The deal also has to survive scrutiny by the U.S. Justice Department and the Federal Trade Commission, both of which will review the anticompetitive implications of the merger.

If the deal goes through, Ted Turner will be the biggest winner, cashing in the company he built from scratch for a \$2.5 billion, 11.3% stake in the largest media and entertainment company in the world. He'll be vice chairman of the parent company and will remain chief executive of TBS as a wholly owned subsidiary of Time Warner. In addition, Turner will oversee Time Warner Video, a new division consisting of the TBS properties, along with "supervisory responsibilities for the businesses of Home Box Office."

But many key management issues remain unanswered, and Time Warner Chairman Gerald Levin confirmed that exact roles and responsibilities within the merged companies remain to be determined. "We are going to talk about a team," he told reporters last week at a press conference announcing the deal. "That's what Ted Turner represents, and that's how we're going to go forward. What I expect to do between now and [the deal's closing] is spend a lot of time sensitively and patiently seeing how the family is going to come together. I think everybody here supports that idea," he said, referring to top TBS and Time Warner executives in attendance.

Added Levin: "There aren't going to be any questions of reporting lines or traditional hierarchies. This is going to be a team and a family that's out to make money and have fun."

Shortly after the deal was announced, US West filed a lawsuit blocking the merger, citing "numerous



conflicts of interest for Time Warner." Levin described the suit as "absolutely without merit."

Separately, Levin told analysts last week that relations with US West have grown "very frosty" over efforts to restructure Time Warner Entertainment, comprising HBO, Warner Bros. and Time Warner Cable (in which US West has a 25% interest).

Time Warner wants to separate the cable system assets into an off-balance-sheet joint venture with US West that would resemble the Warner-Amex MSO venture that existed back in the 1970s and '80s. Divisive issues include both control and valuation of the assets in the Time Warner Entertainment portfolio.

Meanwhile, Levin said he was confident that the merger would be completed in six to nine months. Soon after completion, Time Warner will create its first new cable network—WTBS—which is being converted from a "superstation" to a basic cable service. The main difference: Fees that operators now pay the Copyright Office would revert to Time Warner in the form of cable carriage payments.

TBS Chief Operating Officer Terrence McGuirk said both the TCI and the Time Warner Cable systems, covering 40% of the country, already

signed deals agreeing to carry WTBS as a basic service. As part of the conversion, TCI will sell Time Warner Southern Satellite Inc., the satellite common carrier that distributes WTBS as a superstation, for a combination of stock and cash totaling \$360 million.

Time Warner and Turner officials say the restructured TBS would add another \$100 million in annual cash flow to the company's coffers. While the merger will add another \$2 billion in Time Warner debt (for a total \$19 billion), TBS will add \$600 million in annual cash flow to Time Warner before the conversion of TBS to a basic service, executives said last week. Thus, debt-to-cash-flow levels will improve as a result of the merger, they said.

Besides the Southern Satellite deal, TCI's Malone negotiated several other long-term arrangements in exchange for approving the merger. Among them: extended carriage agreements that give TCI systems rights to the various TBS cable networks (CNN, TNT, The Cartoon Network, WTBS, CNN Headline and Turner Classic Movies) for the next 20 years.

Executives told analysts that the new deals would kick in after existing carriage deals expire, on a staggered basis, between 1997 and 2005. Thus, projections for cash flow for the next several

THESE STATIONS KNOW A SWEET DEAL WHEN THEY SEE IT.

Hangin' With Mr. Cooper

WNYW New York
KTTV Los Angeles
WGN Chicago
WGBS Philadelphia
WSBK Boston
KTXA Dallas
WKBD Detroit
WDZL Miami
KWGN Denver
WJZY/WFVT Charlotte
WNOL New Orleans

Living Single

WNYW New York
KTTV Los Angeles
WGN Chicago
WGBS Philadelphia
WSBK Boston
KTXA Dallas
WKBD Detroit
WDZL Miami
KWGN Denver
WBFF Baltimore
WJZY/WFVT Charlotte
WCGV Milwaukee
WRDC Raleigh
WTVZ Norfolk
WNOL New Orleans
WTOO Birmingham



FUNNY SHOWS. SERIOUS BUSINESS.



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DOMESTIC TELEVISION
DISTRIBUTION

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years are not affected, the executives said.

TCI also would acquire TBS's interest in SportSouth for \$60 million and Time Warner's interest in the Sunshine Network for \$14 million. TCI's Liberty Media also would negotiate an output deal with Turner's New Line Cinema films for its pay cable service, Encore. In addition, TCI, along with all other holders of "C" class preferred stock in Turner, which would include both Comcast and Continental, would receive a premium .80 shares of Time Warner stock for each share of TBS stock they own. Holders of other classes of TBS stock would receive .75 shares of Time Warner stock for each of their shares.

While Ted Turner would get a seat on the Time Warner board of directors (which voted unanimously for the deal), Malone would not get a seat in his own right. However, Turner would have the right to fill one additional seat on the board and speculation is he would give it to Malone. But last week he kept mum on the subject.

The TBS board voted unanimously for the

merger, but both Brian Roberts of Comcast and Tim Neher of Continental abstained.

Continental said it was "deeply troubled" by the "preferential treatment" accorded TCI, presumably meaning its 20-year affiliation agreements for the Turner network. Continental said it is considering action, but will not attempt to derail the deal.

Meanwhile, Levin restated the company's commitment to building the WB broadcast network. And Malone also is expected to help the WB Network improve its relationship with cable operators, which will be essential to that network's future growth. "We need a salesman out there," said Warner Bros. co-chairman Robert Daly. "We need cable distribution to propel WB. Malone helped Fox grow. There's no reason why he shouldn't help us grow now that he's a [major] shareholder."

The combined companies had revenue of \$18.7 billion in 1994 and cash flow of \$3.4 billion. In 1995, revenue will approach \$20 billion, and cash flow will exceed \$4 billion, executives said. ■

FCC wants to auction Primestar channels

Cable-backed satellite company vows to fight, including in Congress, for DBS frequencies

By Chris McConnell

Primestar Partners is losing its battle at the FCC for DBS channels. Three FCC commissioners have said they will vote to auction the channels Primestar had hoped to use to provide a high-power DBS service. Primestar, which now offers a direct-to-home satellite TV service from a GE Americom satellite, says it is not giving up on the channels.

"We're going to explore all our avenues of appeal," says Primestar Chairman Jim Gray, who last week added that he was not conceding defeat at the commission.

Gray's company had hoped to reverse an FCC International Bureau decision to strip DBS licensee Advanced Communications Corp. of 51 DBS channels. The action spoiled a deal Advanced had struck with TCI subsidiary Tempo DBS to sell 27 of the channels for about \$45 million. Tempo planned then to lease the channels to Primestar.

After Primestar, Tempo and others appealed the ruling, the bureau initially suggested a plan that would allow Primestar access to the channels, and limit

Advanced to recovering about \$5 million in costs rather than the original \$45 million.

But commissioners Rachelle Chong and Susan Ness and FCC Chairman Reed Hundt have decided to auction the channels instead.

Word of the decisions by Ness and Hundt last week had Primestar focusing its efforts on Capitol Hill, where Senator John McCain (R-Ariz.) has said he will offer an amendment to the Senate Commerce Appropriations bill requiring the FCC to auction the disputed channels. Sources say participants in the cable-backed Primestar venture were lobbying lawmakers to launch a competing Senate measure that would require the commission to grant Primestar access to the channels.

"Not everyone in the Congress takes the position that Senator McCain has taken," Gray says, although he did not comment on the prospect of any competing measure.

Should Primestar eventually be forced to bid on the channels, it will face at least one competitor in MCI. The long-distance carrier pushed hard for a chance to bid on the channels and has said it will offer a DBS service if it wins them. ■

Key assets of Time Warner and TBS

1994 revenue estimates, in billions

TIME WARNER

Time Inc. (\$3.4)
Warner Music Group (\$4)
Warner Bros.
Film Studio (\$5)
Six Flags Theme
Parks (\$5)
HBO (\$1.5)
Time Warner Cable (\$2.2)

OTHER INVESTMENTS

- Turner Broadcasting System (19.6%)
- Comedy Central (50%)
- Courtroom TV (55%)
- E! Entertainment TV (49%)
- Sega Channel (33%)
- Black Entertainment Television (15%)



ENTERTAINMENT NETWORKS

(\$1.035 combined):

- Superstation WTBS
- TNT
- The Cartoon Network
- Turner Classic Movies

STUDIO PRODUCTION AND DISTRIBUTION (\$1.050):

- New Line Cinema
- Castle Rock
- Turner Pictures
- Hanna-Barbera
- Turner Home Video

NEWS:

- CNN, CNN Headline and CNN International (\$667)

OTHER HOLDINGS:

- Atlanta Braves
- World Championship Wrestling
- CNN Airport Network (\$164)

OTHER INVESTMENTS:

- Atlanta Hawks (96%)
- SportSouth (44%)
- German network n-tv (30.3%)

King World developing 'Planet Hollywood Squares'

Roseanne will develop show, targeted for fall 1996

By Steve McClellan

King World Productions and Roseanne are developing a *Hollywood Squares* spin-off game show in association with the owners of the Planet Hollywood restaurant chain called *Planet Hollywood Squares*.

While King World has offered no comment to reporters inquiring about the new show it has in development with Roseanne (formerly Roseanne Arnold), Roger and Michael King did lots of talking for King World's *Inside Edition*, which did a segment on the proposed show last week. "We really

think this could be the biggest thing we've ever done," said Michael King to *Inside* reporter Justin Gunn. Added Roger: "Roseanne is one of the funniest people I've ever met."

Syndication sources say King World is targeting the project for fall 1996. However, such a project would have to be okayed by Sony Pictures Entertainment per its agreement with King World to syndicate *Wheel of Fortune* and *Jeopardy!*, which Sony acquired when it bought Merv Griffin Productions. KWP could sell the project to a cable or broadcast network without Sony's approval.



Roseanne is credited with the idea for the new game show.

Further word on the company's plan is expected this week. Barr, who is credited with the idea, would be an executive producer and may be on the show. Cameos by Planet Hollywood shareholders Arnold Schwarzenegger and Sylvester Stallone are said to be likely. Under consideration: both half-hour and hour-long versions of the show.

King World holds the rights to the *Hollywood Squares* format. ■

'Frasier' sells in New York

WPIX pays \$100,000 per week for NBC hit

By Cynthia Littleton

Paramount Domestic Television struck its first deal for the off-net rights to *Frasier* last week, selling the Emmy-winning sitcom for upward of \$100,000 a week to New York's WPIX(TV).

Frasier, now in its third season on NBC, will bow as a strip in fall 1997. Paramount set a minimum price of \$100,000 per week in New York and Los Angeles for a 169-week license term plus one minute of barter, with the option of double runs opening up in the second year.

"The response from New York to *Frasier* was absolutely great," said Joel Berman, president of distribution for Paramount Domestic TV. "It was an extremely competitive bidding process."

A spokesman for Tribune-owned WPIX called *Frasier* a "logical fit" with the station's late-night lineup, which includes *Cheers*, *Seinfeld*, *Murphy Brown* and *Northern Exposure*.

Frasier is expected to find off-network homes in Los Angeles and Chica-



'Frasier' tops \$100,000 in New York.

go by the end of this week, Berman said. Paramount's offer gives stations with long-term commitments to other shows the option to delay *Frasier*'s debut as a strip until fall '98. Stations opting for the delay would have the right to run two weekend telecasts of *Frasier* starting in fall '97 for 2 1/2 minutes of barter, Berman said.

At press time, competition for *Frasier* in Los Angeles reportedly centered on Tribune's KTLA(TV), which

just added *Seinfeld* in prime access, and Chris Craft/United's KCOP(TV). KTLA is also believed to be a leading contender for Carsey-Werner's *Grace Under Fire*, but a source said it may not pursue that sitcom if KTLA gets rights to *Frasier*.

C-W appears to be in no hurry to seal a deal for *Grace* in Los Angeles. Amid reports the sitcom did not fetch C-W's \$75,000-per-week asking price when sold this month to WNYW(TV) New York, a source said it may wait until the future of Disney's KCAL(TV) is settled before accepting offers. ■

Infinity buys stations for \$275 million

A month after paying the FCC \$1.7 million to clear up indecency charges against it, Infinity Broadcasting Corp. announced last Friday that it will buy seven radio stations from Alliance Broadcasting for \$275 million.

The stations are KYNG(FM)-KSNM(FM) Dallas, KFRC-AM-FM/KYCY(FM) San Francisco, WYCD(FM) Detroit and KYCW(FM) Seattle. The acquisitions give Infinity its second FM in Detroit, a total of three FMs in Dallas and its first stations in San Francisco and Seattle.

Combined, the Alliance group billed about \$33.1 million last year, according to James Duncan's 1995 *Radio Market Guide*, putting Infinity's \$275 million bid at 15 times cash flow. The new stations will boost Infinity's portfolio to 34 radio stations, 28 in the nation's top 10 markets.

The deal is subject to FCC approval and will need a waiver to allow Infinity to own more than two FMs in Dallas.

The investment firm Goldman Sachs co-founded Alliance Broadcasting and brokered the deal. —DP

NBC takes early ratings lead

Thursday night remains powerhouse; ABC dominates Wednesday

By Steve Coe

NBC is leading second-place ABC after four days of the new season, although it could well be a horse race between them for first-week honors.

Despite disappointing debut numbers for some CBS shows, Leslie Moonves, president, CBS Entertainment, says the network is not planning any changes in its lineup.

Last week saw the return of a host of veterans to strong numbers as well as some successful and not-so-successful debuts. Among the more notable bows were ABC's *Murder One* and *Hudson Street*, NBC's *The Single Guy* and CBS's *You Can't Hurry Love*.

NBC's powerhouse Thursday night lineup exceeded last season's debut numbers for the night, as the network debuted two comedies and returned *Friends*, *Seinfeld* and *ER*. For the night, NBC averaged a 22.6 rating and 36 share, easily blowing away the rest of the competition and either doubling or tripling the other networks at 8-11. CBS came in a distant second with an 8.3/13 for the night, followed by Fox with a 7.6/12 and ABC, fourth with a 7.3/12.

In its new 8 p.m. time slot, *Friends* pulled in a 20.5/33. First-year *The Single Guy* at 8:30 dropped only slightly from its lead-in with a 19.2/30. *Seinfeld* returned strong by building on its lead-in with a 24.6/37 average. Rookie *Caroline in the City* lost 4 ratings points



NBC's 'Caroline in the City'

from its lead-in at 9:30 but pulled in a 20.5/32. Looking stronger than ever, *ER* posted the best numbers on the night by garnering a 25.3/41 at 10-11.

Heading into the season, CBS executives had pointed to Wednesday as a night of improvement not only in households but especially among the younger demographics.

After last Wednesday, it looks as though that night may instead be one of the bigger problems for the network.

Featuring three new series and the veteran *Dave's World* at 8:30, CBS finished in fourth place among households and demographics. At 8-9 p.m., CBS pulled in an 8.0/14 and a 10.4/17 with *Bless This House* and *Dave's World*, respectively. For the second

week in a row, however, the bottom dropped out at 9 p.m. with the Darren Star-created *Central Park West*. Last week, the soap averaged a 6.0/9. Building only slightly at 10 p.m. was CBS's *Courthouse*, which averaged a 7.0/12. ABC won the night with a 13.3/22, followed by Fox's 10.6/17, NBC's 10.4/17 and CBS's 7.4/12.

Despite the dismal numbers on Wednesday and in some other areas, Moonves says CBS won't make any hasty moves. "This is going to take patience. We've gotten some good news out of this week," he said, citing the network's performance on Monday night and the debut numbers for *The Client* and *Bless This House*. He did acknowledge that the numbers for the heavily promoted *Central Park West* were disappointing.

On Tuesday night, ABC finished first with NBC coming in a strong second in what looks to be a repeat of last season's battle between the two networks.

ABC also introduced Steven Bochco's *Murder One* at 10 p.m. in the first of three airings in that time slot before it moves to Thursday at 10 p.m. The courtroom drama averaged a 15.5/26 for the hour, easily finishing in first place. Other debuts on the night include ABC's *Hudson Street*, which pulled in a 15.9/25 at 8:30, CBS's *The Client*, which averaged an 8.9/14 at 8-9 against stiff competition, and NBC's *Pursuit of Happiness*, which dropped more than 4 ratings points from its *Frasier* lead-in to average an 11.0/17 at 9:30. ABC averaged a 16.9/27, followed by NBC's 12.2/20, CBS's 9.0/15 and Fox's 4.2/7 average at 8-10 p.m.

CBS got off to a good start by finishing Monday night in a strong second place to ABC, which featured *Monday Night Football*. CBS's two new comedies debuted strongly, with *You Can't Hurry Love* averaging a 13.6/21 at 8:30 and *If Not for You* pulling in a 13.5/20 at 9:30. The latter, however, dropped 4.5 ratings points from its *Murphy Brown* lead-in. For the night, ABC averaged a 14.9/23, followed by CBS's 14.3/22, NBC's 12.0/18 and Fox's 7.6/12.

Through Thursday night, NBC was in first with a 14.3/23, followed by ABC with a 13.1/21, CBS was third with a 9.8/16 and Fox was fourth with a 7.4/12. ■

Tele-TV picks Thomson for set-top boxes

Thompson Consumer Electronics has won a \$1 billion contract to supply Tele-TV with 3 million set-top boxes during the next three years as the telcos roll out digital wireless cable TV services.

Tele-TV is a joint venture of Bell Atlantic, Nynex and Pacific Telesis to create and distribute television services in competition with cable and direct broadcast satellite (DBS) providers.

Thomson won the lucrative deal over a number of other set-top vendors, including General Instrument, Scientific-Atlanta and Mitsubishi/DiviCom.

"We are ordering a huge number of boxes with tremendous capabilities," said Ray Smith, chairman and chief executive officer of Bell Atlantic, speaking at CTAM's Blue Ribbon Breakfast in New York last week.


Tele-TV's digital wireless cable (MMDS) set-top boxes will cost \$350-\$400 apiece. The boxes employ essentially the same digital video compression architecture as digital satellite system (DSS) receivers.

Through that architecture, the telcos say they will be able to deliver 120 channels with digital video and audio. However, the various telephone companies face differing challenges in delivering digital wireless cable. —MB

NAB Marconi Award Winner 1995.

NETWORK/SYNDICATED RADIO
PERSONALITY OF THE YEAR.

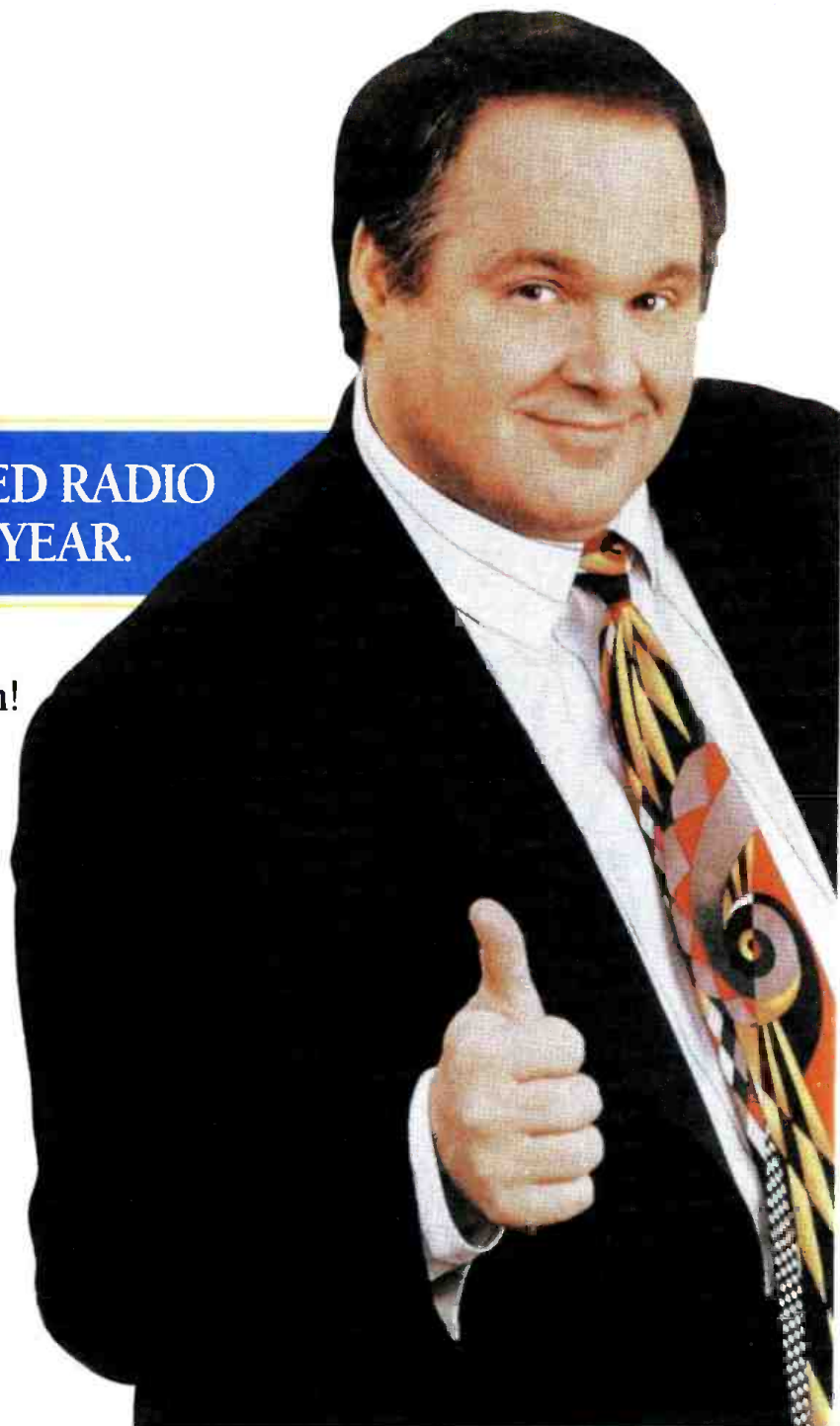
Congratulations Rush!



Once again your work behind the golden EIB microphone has been recognized as the best. Mega-dittos for your dedication to broadcast excellence from your colleagues at EFM Media Management, over 650 EIB member stations and 20 million listeners across the fruited plain.



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Online activists

While working to clean up violence on TV and induce broadcasters to air educational programming for kids, President Clinton and his chief telecommunications policy adviser, Vice President Al Gore, also are encouraging computer and telecommunications companies to help schools hook up to the Internet. In San Francisco last week, the White House duo (with FCC Chairman Reed Hundt present) announced private sector commitments to link 12,000 California schools to the Internet by the end of the school year. Clinton also said he would soon announce a national initiative to bring all schools online by 2000.



AP WideWorld Photos

For the sake of kids

President, Congress, FCC work to clean up TV, make it educational tool

NEWS ANALYSIS
By Harry A. Jessell

The federal government is out to save America's children by accentuating the positive and eliminating the negative on television.

While some officials pressure broadcasters to air more educational programming (the positive), all of Washington officialdom seems unified in trying to lessen sex and violence (the negative) on broadcasting and cable.

Politicians of every rank and ideology—from President Clinton to Senate Majority Leader Bob Dole—are in the act. They are cheered on by the public, which decries the sorry state of TV and blames it for societal ills at the same time that it is watching it in ever increasing doses.

Everyone wants to do what's best for

kids, but the government's campaign on behalf of them makes First Amendment purists uneasy. No cause is so good that it gives the government license to interfere with programming, they say.

Some broadcasters contend that the government's demands cost money without producing measurable benefits for children or anyone else. And producers claim that the proposed corrective measures box their creativity.

The government's campaign is in high gear: Last Tuesday, President Clinton, in a letter to FCC Chairman Reed Hundt, urged the agency to "redefine" the public interest to require broadcasters to air at least three hours a week of children's educational programming "at reasonable times of the day."

The letter may give Hundt help in persuading an FCC majority to man-

date the quotas, and serves to remind broadcasters what's expected of them when they come to the FCC for license renewal or approval of station sales.

Meanwhile, at Hundt's direction, FCC officials continued their visits of dozens of TV stations across the country demanding to see records of what those stations had done to meet their statutory obligations to serve the educational needs of children (see page 17).

Taking the hints and needing to clear the way for FCC approval of its \$5.4 billion purchase of CBS, Westinghouse agreed to increase the children's programming it would offer over the next three years (see page 16).

As part of its massive telecommunications-reform package, Congress is set to mandate that TV sets be equipped with so-called V-chip technology that will allow parents to blank out shows rated for violence and other objectionable material.

Broadcasters say they are now policing on-air violence and point as evidence to the UCLA study they funded. Released last week, the study finds that violent programming on network TV is more the exception than the rule (see page 20). Of 121 network series, only 10 were deemed unduly violent. But the study also points out that violence is pervasive in some children's programming, movies and promos.

And just a month ago, all broadcasters were reminded of the dangers of pushing the envelope on indecency when Infinity Broadcasting agreed to pay the government \$1.7 million to settle indecency complaints leveled against its top radio talk star, Howard Stern. Infinity says it had to settle so that its plans to acquire more stations would not be held up by the FCC. ■

TV shows improvement



Dr. Kathryn Montgomery, president, Center for Media Education, and LaTanya Bailey Jones, director, Maryland Campaign for Kids' TV

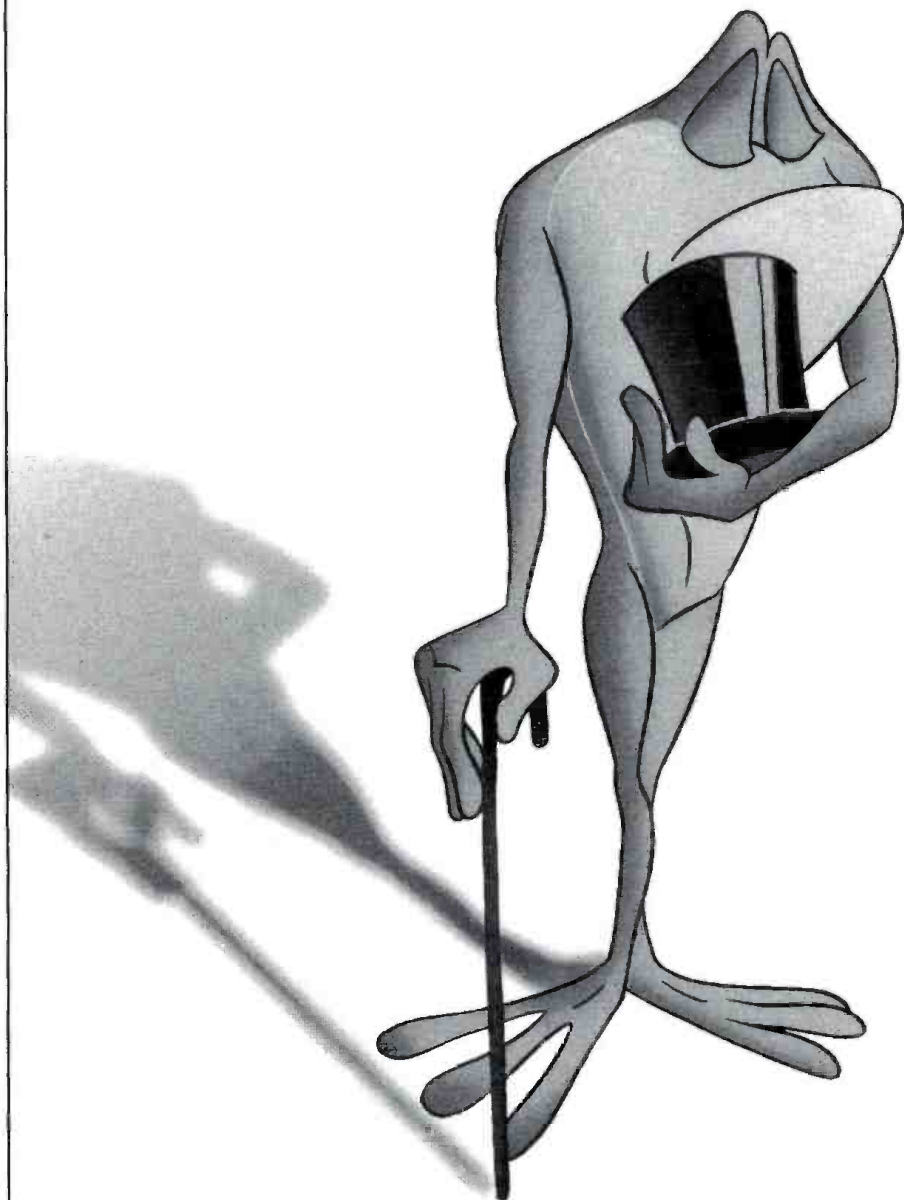
Commercial TV stations serving Baltimore and Washington brought home a C on their children's TV report card from the Maryland Campaign for Kids' TV, sponsored by the Baltimore-based Advocates for Children and Youth in partnership with the Center for Media Education. Not great, according to the group, but better than last year's C-.

Based on monitoring of 14 stations' programming during the past year, the overall grade averages individual grades on total hours of children's programming (D), times shown (B+), range of ages served (D+), quality (B), station responsiveness (B) and local production (D). The report card found that the 14 stations delivered, on average, 3.3 hours a week of educational programming, slightly less than the 3.5 hours the National Association of Broadcasters has been claiming for stations nationwide.

—HAJ

In Memory Of
Joseph H. Carey

WATL Channel 36 Atlanta



Your Friends At The WB Will Miss You.



Westinghouse makes kids commitments

O&Os and CBS will air three hours a week of programming

By Chris McConnell

Westinghouse sparked a new brawl over its bid for CBS last week with its announcement of children's educational television commitments.

Seeking to seal its \$5.4 billion purchase of the network, Westinghouse told the FCC that CBS will provide two hours weekly of children's educational programming during the 1996-97 season and three hours during the following two seasons. Westinghouse also said its owned stations will broadcast three hours beginning next season, and that the programming will air after 7 a.m. "so that larger numbers of children are in the audience."

Word of the programming promise, which had been rumored to be in the offing, followed a petition to deny the network's purchase by the Center for Media Education (CME) and other public interest groups as well as a summer-long campaign for new children's TV rules by FCC Chairman Reed Hundt.

The interest groups—which last week dropped their petition—were satisfied with the Westinghouse plan. But others were not. Three commissioners last week voiced reservations about tying content commitments to license



"We did not cut a deal with the FCC. We made our own decision."

—Westinghouse's Bill Korn

transfer applications, and two lawmakers wrote the commission to voice concerns of their own. The policymakers made their statements amid industry speculation that Hundt is using Westinghouse and Disney requests for multiple ownership waivers to extract "social contracts" on children's television.

The most vocal opponent of such a strategy was Commissioner James Quello, who greeted word of the announcement with a warning that broadcasters who "sell out the First Amendment" will do so without his support. "This commissioner will consider long and hard before approving any transaction that includes an agreement that effectively functions to censor a broadcast

licensee's programming," Quello said.

Commissioner Andrew Barrett also maintained that the children's programming issue "should not represent the demise of a merger or assignment applications."

"I am very interested in learning more about the details of any discussions that occurred between the Westinghouse/CBS representatives, the other offices and staff," Barrett said. Earlier last week, Commissioner Rachele Chong also said that she would be "very interested" in the details of any social contract on children's programming, although she was unavailable for comment on the Westinghouse plan at week's end.

Westinghouse countered that its arm was not twisted by the government. "We did not cut a deal with the FCC," said Westinghouse Broadcasting Chairman/CEO Bill Korn. "We made our own decision."

While conceding that the decision was responsive to the petition against the merger, Korn said the company is committing to more children's television because it wants to. "If it's the right thing to do, we're going to move forward."

Republican lawmakers were skeptical. House Telecommunications and Finance Subcommittee Chairman Jack Fields (R-Tex.) wrote Hundt to voice

Going into denial over Disney-CapCities

Disney could be next on the "petition to deny" list.

With the window on filing objections closing Thursday (Sept. 28), broadcasters expect public interest groups to submit a petition against Disney's \$19 billion bid to acquire CapCities/ABC.

"We're working on it," says Henry Geller, counsel to the Center for Media Education. CME led the FCC filing that asked the commission to condition granting Westinghouse's acquisition of CBS on children's television programming commitments.

Several broadcasters expect Disney to receive the same treatment, but Geller says the groups are evaluating the applications individually. "These are not boilerplate," Geller says of the group's petitions to deny. "It's tailored to the application."

Both Geller and CME Executive Director Jeff Chester last week said they have held no discussions with Disney about reaching an agreement that might avert any petition to deny the acquisition.

Other sources say Disney is considering such a strat-

egy, but last week had not decided whether to hold any discussions with the public interest groups.

Some broadcasters speculate that Westinghouse's agreement to offer commitments on children's educational programming places additional pressure on Disney to follow suit, but others say Disney's merger application is not the same as Westinghouse's.

"CBS was more vulnerable," says one onlooker, citing Westinghouse's desire to wrap up the deal quickly and avert a competing bid. Westinghouse also is requesting more waivers of the FCC multiple ownership rules than is Disney.

One source says Disney still is deciding how it will respond to any challenge to its acquisition. Several broadcasters have speculated that CapCities/ABC will resist offering a "social contract" on children's programming. Another onlooker questioned the strategy of such an agreement, citing the concerns that Westinghouse's announcement has raised with lawmakers and FCC Commissioner James Quello.

—CM

"grave" concerns about the Westinghouse announcement. "I am concerned that the sanctity of FCC review of media merger and acquisition applicants be preserved and not become an opportunity for greenmail and legalized extortion," Fields said.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) went further, asking each commissioner to answer a series of questions on social contracts in general and the Westinghouse and Disney mergers in particular.

Pressler's letter asked the commissioners to disclose any contacts with Westinghouse or Disney in which social contracts involving children's television were discussed. Pressler also asked the commissioners to state their views on whether

the FCC should encourage such contracts or other impositions in connection with broadcast license transfers.

Hundt cited a series of precedents for doing so. "In recent years, the commission has explicitly relied on 'concrete' and quantifiable' programming commitments of broadcasters in granting waivers of its ownership rules," Hundt said in remarks prepared for delivery to a Pittsburgh School of Law conference.

In another statement, Hundt said the Westinghouse announcement underscores the importance of children's education, but does not eliminate the need for rules requiring broadcasters to air children's programming. "The American public ought to look this gift horse in the mouth," he said. ■

Kids commitments

The National Association of Broadcasters last week recognized 11 TV stations for excellence in locally produced children's programming. The winners included WDIV-TV Detroit for its "Hang On to the Dream." The annual Service to Children Television Awards, sponsored by AT&T, were presented at a Capitol Hill reception.



WDIV-TV Detroit's 'Hang On to the Dream'

According to the NAB, the winners were culled from more than 200 entries from more than 100 stations. Of the 11, three also received the "Best of the Best" awards: KING-TV Seattle ("Watch This!"); WISN-TV Indianapolis ("Keep the Peace"), and KMSP-TV Minneapolis ("The SafeTeam Program"). —HAJ

FCC checking public files for kids content

Field offices are making random inspections of TV stations at request of Chairman Hundt

By Chris McConnell

FCC Chairman Reed Hundt is enlisting the commission's field offices for some data on children's television.

During the past two weeks, officials from the commission's 26 field offices have been visiting TV stations to collect information on children's television. Broadcasters at stations visited say the officials are asking for reports on children's TV for the past year.

"I don't think this is being done for any other reason than to put another arrow in Reed Hundt's quiver," says one industry source. Another says he hopes the officials did not form answers to their questions before inspecting the files.

"The don't do it for their health," NAB Executive Vice President/General Counsel Jeff Baumann adds.

Broadcasters are required to maintain children's programming records as part of their public inspection file. Rules call for the records to contain a summary of the station's "most significant" children's TV programming, as well as nonbroadcast efforts and support for other stations' programming relevant to children's education. Under FCC rules the records can be updated

quarterly or annually.

Broadcasters say that visiting field office officials have not looked into the reports on their nonbroadcast efforts, but rather have requested only information on programming. Rules require stations to identify the time, date and duration of the relevant programming and provide a brief description.

The FCC's Compliance and Information Bureau, which is overseeing the information gathering, says it has instructed each of the field offices to visit two or three stations, placing the total number of stations visited between 50 and 80.

Among stations visited during the past two weeks were WFLD Chicago, WCAU-TV Philadelphia, WDAF-TV Kansas City, Mo., KGMB Honolulu, KOIN Portland, Ore., and WJLA-TV Washington. The bureau expected to wrap up the information gathering by the end of last week.

Sources say the field offices are making the visits in response to a request from Hundt's office. One broadcaster says FCC officials visiting his station said they had been sent by the chairman's office, and an FCC official confirms that the Compliance and Information Bureau is gathering the information

in response to a request from the eighth floor. The other commissioners were not consulted about the information-gathering venture, FCC sources say.

Some broadcasters worry that the information collected will be used against them in the pending proposal to implement minimum requirements on children's educational TV broadcasting. Comments are due Oct. 16.

Others are less concerned: "I don't think they're that sinister," says one broadcaster, who had not received a visit from the FCC last week. "I hope it's no big deal," adds Gary Schmedding, vice president of broadcasting at Lee Enterprises, which had two stations visited last week.

One broadcaster says the chairman may be taking a snapshot of what broadcasters offer today. If the field offices find that broadcasters are providing almost three hours per week of educational television, Hundt could argue that a minimum requirement will not impose a significant burden, the broadcaster speculates.

Another broadcaster visited by field officials also speculates that the information gathering may be focused on the times broadcasters are airing children's programming. ■

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Carsey-Werner
Rick Cotton
NBC
Barry Diller
Entrepreneur
Mario Gabelli
Gabelli & Associates
Stanley E. Hubbard II
Hubbard Broadcasting
and United States Satellite Broadcasting
Larry Irving
Assistant Secretary of Commerce/
Director, National Telecommunications
and Information Administration

Robert Johnson
Black Entertainment Television
Barry Kaplan
Goldman Sachs
Kay Koplovitz
USA Networks
David Londoner
Schroder Wertheim & Company
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CBS/Broadcast Group
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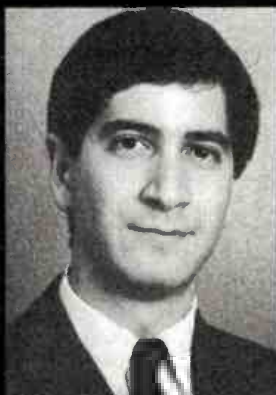
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& Superpanel

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Superpanel members,
from top left: Chase
Carey, Marcia Carsey,
Barry Diller, Stanley E.
Hubbard II, Robert
Johnson, Kay
Koplovitz, Peter Lund,
Lowry Mays, Brian
Roberts, Ray Smith,
Robert Wright



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or Doris Kelly at 202-463-3700 (in Washington). Registration \$350 (\$300 for FCBA members), including lunch.

Violence study finds 'promising signs'

Ten of 121 network shows raise concerns about content

By Cynthia Littleton

Broadcast TV networks have "begun to get the message about television violence," but there's still plenty of room for improvement according to a study of violence in network entertainment programming during the 1994-95 season.

The first report in an ongoing three-year study by the UCLA Center for Communication Policy found "promising signs" in the way violence was depicted in network series and made-for-TV movies last season. But the UCLA Television Violence Monitoring Report also found that gratuitous scenes abound in on-air promos and network broadcasts of theatrical films.

The report concludes that few series rely exclusively on violent themes to draw viewers, but most of those that do are aimed at children.

"It is ironic that programming geared largely to adults is showing promising signs in regard to violence, while that created especially for children continues to have serious problems," the report says.

The four major TV networks commissioned the study last year in an effort to head off government action on the hot-button issue of TV violence. The \$1.5 million research project will continue through the 1996-97 season. The Los Angeles-based watchdog group MediaScope is conducting a similar study of the cable industry.

Released last week, the first report will serve as the benchmark for measuring the networks' progress during the next two seasons.

Study director Jeffrey Cole says researchers used a broad definition of violence but focused on the nature of the act and the context in which it occurred. Also considered were such factors as a program's time slot and core audience, whether the violence was integral to the story and if it was excessively graphic.

Of 121 series, only 10 shows—five of which have been canceled—were found to "raise frequent concerns" about violence: CBS's *Walker, Texas*

Ranger and *Due South*; Fox's *Mantis*, *The X-Files*, *Fortune Hunter*, *Tales from the Crypt* and *VR-5*; ABC's *America's Funniest Home Videos* and *Lois & Clark*, and UPN's *Marker*.

The seemingly innocuous *America's Funniest Home Videos* was included because of its access time slot and tendency to play real-life accidents, caught on videotape, for laughs,

Cole says. By contrast, ABC's *NYPD Blue* and NBC's *Law & Order* were among a number of drama series praised for sensitive portrayals of violence.

As for promos, the report notes that the spots often string together action-packed scenes from a program with little or no context, even singling out the rare moments of physical humor in such sitcoms as *Seinfeld* and *Mad About You*.

In children's programming, the study found that violence usually is presented in either a slapstick manner, most often in cartoons, or as the climax of shows centered around battles between the forces of good and evil.

But the report also notes a "disturbing" trend toward shows based on what the study called "sinister combat violence," including such Saturday morning hits as Fox's *The Mighty Morphin Power Rangers* and *X-Men*.

"Sinister combat violence raises the most serious and immediate concerns," the report states. "Fighting is the main attraction or purpose of the program, and the plot only provides justification for combat. It rarely couches the violent acts in any suitable context. The message is: Fight."

Still, the report concludes that the most extreme violence found on the

Thumbs up from Simon

Senator Paul Simon (D-Ill.) is satisfied. The senator, who had pushed for a study on television violence, called last week's UCLA study an impressive report: "The end product is a very solid one."

He added that the report "points to tangible improvements, but also to room for progress in the depiction of violence by the broadcast networks."

"And the virtual lack of glorified violence in PBS programming is a particularly timely finding that will be noted in Congress," Simon said. —CM

How to temper violence

The UCLA Television Violence Monitoring Report contains recommendations for the networks in dealing with television violence. Among them:

- Schedule programs with violent content at 9 p.m. or later;
 - Promos and ads for new theatricals should be reviewed by the standards and practices department, with attention paid to the time period in which the spots run;
 - Theatricals with more than 30 scenes of violence may not be suitable for broadcast;
 - Programers should re-evaluate shows that center on violence and study successful nonviolent shows, particularly among children's programs;
 - TV movies should avoid excessively violent themes, titles;
 - Viewer advisories should be applied more often and more consistently.
- CL

small screen last season came from broadcasts of feature films. Of 118 films monitored, 50 "raised concerns" about violence. Of the 161 made-for-TV movies and miniseries surveyed, 23 contained objectionable scenes.

The nonprofit group Children Now and other media watchdogs lauded the report, while the networks' reaction was upbeat but guarded.

David Westin, president of the ABC Television Network Group, said the network was "pleased" with the report's conclusions on series and made-for-TV projects. Westin's comments were echoed in statements issued by Fox and NBC.

Peter Lund, president of CBS/Broadcast Group, called the report "another important step in the networks' ongoing efforts at self-regulation" and criticized lawmakers for attempts to act on the issue before the comprehensive study is completed. ■

Power company takes on Group W/CBS

Duquesne Light says merger must be contingent on pledge of fairness in news

By Harry A. Jessell

A Pittsburgh-based power company has asked the FCC to condition any grant of the \$5.4 billion Westinghouse/CBS merger on Westinghouse's providing formal assurances that it will not attempt to influence the news coverage of its broadcast stations or CBS News.

"The public interest in fair broadcast coverage, unencumbered by the baggage of the broadcasters' nonbroadcast affiliates," says Duquesne Light in its filing, "demands...the imposition of protective conditions in any ultimate grant of the application."

Duquesne alleges that Westing-

house's KDKA-TV coverage of a power blackout this summer in Pittsburgh was "grossly unbalanced."

KDKA-TV showed the personal suffering the outage caused, but failed to report Duquesne's extraordinary effort to restore power or the many public services the company routinely provides, says Robert Conn, a Washington communications lawyer representing Duquesne.

Duquesne also suggests that KDKA-TV's coverage may have been affected by the on-going legal battle between the two corporations. Duquesne has sued Westinghouse, alleging that it sold Duquesne defective steam power generators.

"Westinghouse must be fair in broadcasting information to avoid appearances

of conflicts of interest," Duquesne says. "The proposed acquisition of CBS, which will greatly expand Westinghouse's control over program content, spotlights the conflict of interests among Westinghouse's various lines of business."

Responding to the Duquesne petition at the FCC, Westinghouse says official assurances are unnecessary. "Duquesne has presented no information or evidence whatsoever suggesting that KDKA-TV's news coverage was prompted in any way by Duquesne's pending litigation against Westinghouse."

What's more, Westinghouse says, the corporation has long maintained a policy of "noninvolvement" in the news operations of its stations. ■

A coalition of minority groups led by the National Association of Black Owned Broadcasters is pressuring Congress to scuttle legislation that would repeal the radio ownership limits and relax the TV caps. If the caps come off, broadcast groups will have to become bigger or they may face crippling competition from groups that do, says NABOB's Jim Winston. Facing "out-and-out discrimination" in the financial markets, most minority groups will be unable to raise the tens of millions of dollars needed to become big players, Winston says. Minority broadcasters are particularly alarmed by provisions of the omnibus telecommunications-reform legislation—already passed by the House and Senate—that would undo the local caps. Broadcasters now are limited to four radio stations or one TV station in a market; the bill would allow them to acquire an unlimited number of radios and two TVs. "The local limits should not be tampered with," Winston says.

The coalition also is seeking to limit TV and radio license terms to seven years rather than 10. It is counting on two Democrats—Representative Ed Markey (Mass.) and Senator Ernest Hollings (S.C.)—to insist on stricter ownership limits when House and Senate conferees meet next month to iron out their differences with the reform bill. In addition to NABOB, the coalition comprises the Minority Media Telecommunications Council, the Minority Business Enterprise Legal Defense and Education Fund, the NAACP and the National Black Media Coalition.

The FCC is trying to clear a path to settlements in a series of competing applications for radio licenses. The applications, originally slated for comparative hearings, have been frozen at the FCC since a court struck down the commission's criteria for deciding among competing applications. The FCC last week decided to waive rules that limit payments that can be made among applicants seeking to settle mutually exclusive applications. The waiver will

allow for payments to those dropping competing applications in license-renewal proceedings and applications for new radio licenses. In the case of license renewals, the payments are limited to out-of-pocket expenses, while no limits will be placed on payments made in settling competing claims for new broadcast facilities. The waiver will remain in effect for three months.

The FCC is planning to re-examine its satellite licensing policies, International Bureau Chief Scott Harris said last week.

Addressing the Satellite Communications Users Conference in San Jose, Calif., Harris said the bureau plans to launch a rulemaking to re-examine its licensing policies. The rulemaking will cover the commission's financial qualifications, mobile satellite licensing and technical developments that have occurred since the current rules were adopted. The rulemaking also will cover auctions, asking how the commission should define "mutual exclusivity" in satellite applications and how the FCC should deal with mutual exclusivity.

Consumers don't want media megamergers, the Consumer Federation of America and the Center for Media Education say. In a survey conducted this summer of 1,012 adults' attitudes toward media mergers, the groups found that 54% of the respondents think it should be harder for mergers to occur and 34% said it should be easier. Half the respondents said they think the mergers will result in higher prices in the telephone, cable and broadcast industries, while 7%-12% predict lower prices. The groups also asked whether allowing companies to own more than one television station in each local market and allowing them to own radio stations and newspapers in the same market as they own TV stations would be good or bad. Fifty-five percent of the respondents said it would be bad; 12% said it would be good. ■



Edited By Chris Stern

Federal funding of public broadcasting: Good for industry and nation

A commentary by Hugh Carter Donahue, research associate, MIT research program on communication policy

Congressional legislation to significantly curtail and ultimately terminate federal support for public broadcasting is the most extreme assault in this century on broadcasting that serves Americans as citizens rather than as consumers.

In the early days of radio, both Hoover and Sarnoff made separate recommendations to tax the sales of radio receivers to defray the costs of educational programming. In the 1930s, the broadcasting industry collaborated with educational, church and labor organizations, providing them airtime in overall program schedules designed for national and regional audiences, to meet the public's needs for educational, religious and public affairs programming.

From the 1950s through the '60s, during network dominance of broadcast television and a healthy U.S. consumer electronics industry, proposals for taxes on television receivers to fund educational broadcasting were routinely deflected. Congressional funding of public television in 1967 acknowledged the futility of taxing radio and television receivers as much as the market failure of commercial broadcasting to provide educational and quality entertainment programming.

Congressional Republicans now assert that communications innovations in cable, videocassette recorders, CD-ROMs, personal computers and computer networks enable more than enough commercially viable programming to correct the market failure of '60s broadcasting. Technology and markets converge, in their view, to end federal funding for public broadcasting. In its place, these proponents of much smaller and ideally no federal funding claim that public broadcasters can support themselves through the sale of merchandise or so-called ancillary products related to quality programming, partnerships with commercial broadcasters, cable corporations and phone and computer companies, and by vending other services through digital compression. To economize, congressional advocates of the abolition of federal financing recommend that public broadcasters move from VHF to UHF channels and sell so-called redundant channels.

The transparent shortcomings of the congressional Republican argument are obvious. No amount of program-related merchandise will cover the costs of a broadcast network. Partnerships with commercial organizations will favor established individual programmers rather than provide system support. Should public broadcasters enter the digital compression market, profit-seeking competitors will likely contest a cross-subsidy. Moving to a weaker signal reduces capacities to raise funds. So-called redundancies, in fact, provide crossprogramming and stimulate innovation.

Market failure will continue in a digital, multimedia information marketplace. To recover installation costs and generate

cash flow, owners of new 500- to 800-channel cable, satellite and telco/TV networks will program mass market movies, shopping channels and entertainment. Communications economics guarantee that programming designed to capture audiences and generate quick payback will fill the multimedia environment, making quality programming as elusive as ever.

The congressional Republican argument to undo public broadcasting falters more fundamentally by equating citizens with consumers. By employing the abundant technology/market choice argument, congressional Republicans tout television programming as a commodity that consumers can purchase and sidestep educational, public affairs and literate, quality television programming that serves citizens and constitutes a public forum that citizens should properly support. Instead, debate over the taxpayer role devolves to second-guessing public broadcast programming that offends a particular interest or public official. Due to the axiomatic equation of citizen with consumer, a publicly supported broadcast service exercising discretion over its content is as a chimera of a faded dream.

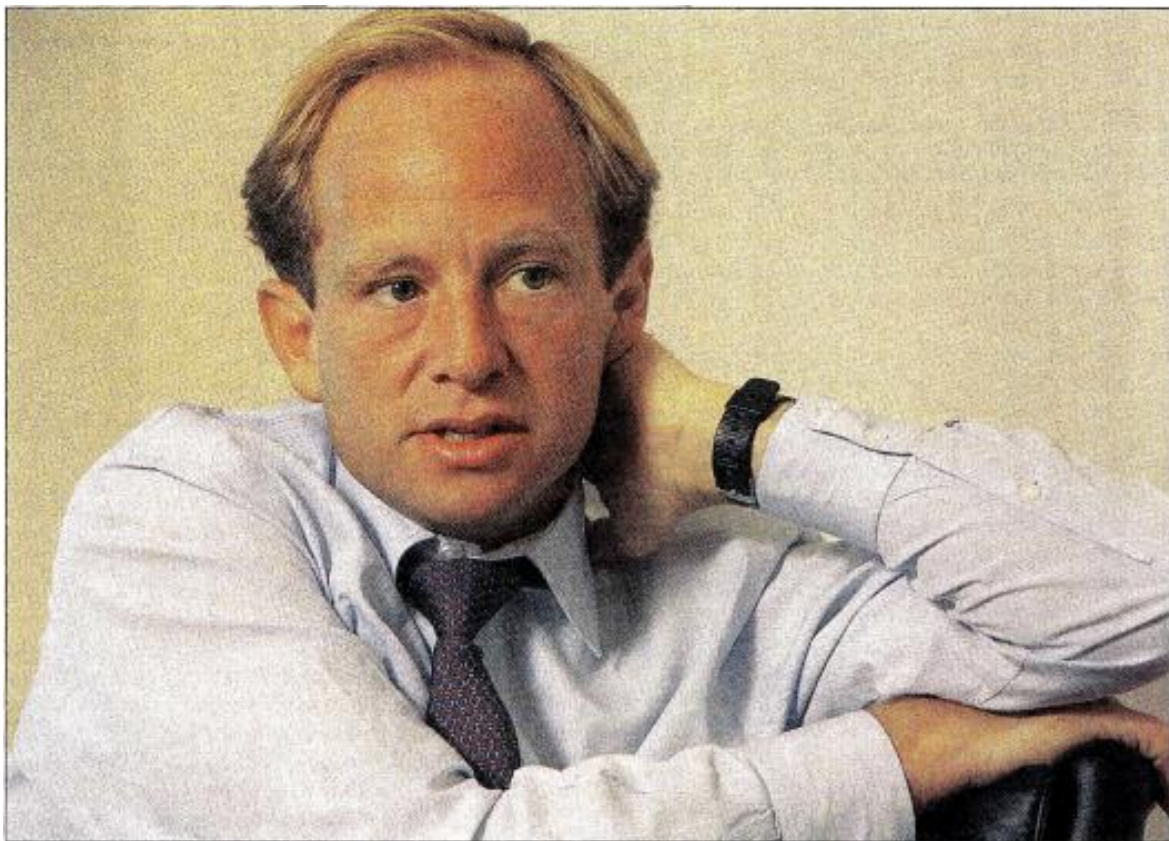
Despite the shortcomings of the Republican position, the political climate is such that public broadcasters cannot muster enough support to defeat it in Congress. Instead, in a reprise of an earlier, failed proposal to tax receivers, public broadcasters are proposing several alternate funding mechanisms involving spectrum or program content.

One proposal would impose fees on license sales. Another proposes payment for a waiver from such public service obligations as children's programming. Another exacts a portion of money from spectrum auctions. All these funds would go into a trust fund, capitalized by commercial broadcasters, cable and telco interests, to pay for a public broadcast service that Congress is unwilling to fund.

Detrimental effects of these proposals for incumbent commercial broadcast licensees would include taxes at license sales, tithes in lieu of carrying certain public service programming and greater congressional and FCC intrusion in program content as public interest advocates complain about failure to meet public interest obligations despite paying fees to a presumptively insulating trust. In any selling of spectrum, values of existing commercial licenses would be diluted and incumbents would face new competition as a new national, commercial network constructed itself with the spectrum of former public-service stations.

Proper federal funding of public broadcasting is the wiser course for industry and nation. A rich, well-educated nation should fund and support noncommercial, educational and literate entertainment programming. ■

A rich, well-educated nation should fund and support noncommercial, educational and literate entertainment programming.



What's Going On

One issue ago, BROADCASTING & CABLE set out to explain to its readers "What's Going On," financially speaking, in the various industries embraced by the Fifth Estate. Our witness was Steven Rattner, managing director of Lazard Freres & Co. and head of its communications group. The initial interview proved too big a bite for that issue, so we spread the wealth to this one. The only thing that happened between installments was that Time Warner merged with Turner, and AT&T deconsolidated into three individual companies. That's why they have weekly magazines.

Part 2

Are you saying that all this consolidation within and among the major media is OK from a public policy point of view? That media watchers shouldn't be concerned that one

entity may own every radio station in town, and theoretically every station in the country?

I have not heard a public policy argument against this consolidation that persuades me. There are essentially two arguments: One is simply that having everything owned by the same guy is bad; the second is that having important media sources owned by large corporations is bad because somehow they will affect the news. That's come up in the case of Disney/CapCities.

I would argue that CapCities' buying ABC was the best thing that ever happened to ABC News. I don't think anybody at ABC News, where I have a lot of friends, would tell

you they feel that CapCities has been anything but an incredibly supportive owner. Therefore, I have no reason to think that Disney, which also is run by very smart people, won't be more of the same.

I would argue that, if you go back a hundred years, to the days when individuals controlled most media outlets, I'm not sure why that was a better thing for this country. One guy determined what was on the editorial page of dozens of newspapers around the country. Or you'd have one guy determine what was on a network, on all of its O&Os, and on its evening news, if he wanted to. I don't see the great advantage to that.

There are some minor complications, such as when a news source has to cover a story that involves its parent company. But there are so many other sources of news that it's really not a big problem.

To the second part of the point, which is that consolidation

in general is a bad thing, I would argue that the proliferation of sources of information has been so enormous over the past 10 years that someday we will look back on today and say this was the beginning of the golden era of news and information.

While we're talking about consolidation of interests and power, is there one individual who can be identified as the most powerful person in telecommunications today?

It depends on what day you ask me. If you had asked at the beginning of the summer, I probably would have said Rupert Murdoch is doing the most interesting things. Certainly on a worldwide basis he has the most powerful grip on so many different forms of media.

But then Disney comes along and Michael Eisner buys CapCities and becomes, by a substantial margin, the largest media company in the world. It would be unseated, of course, if Time Warner succeeds in buying Turner, certainly in terms of the incredible array of outlets that it would control—from CNN to HBO to the magazines and so on. You'd be hard-pressed not to think of them as extraordinarily powerful.

While there will be many forms of distribution, content—at least for now—is at the center of all of this. Many of the different distribution mechanisms, perhaps all of them, will be successful in achieving profitability and other financial growth. But at the end of it all, if you own the content, it's very hard to see how you lose out. So when you look at Turner, you understand why he is the object of everyone's affections—because of the content that he has created and bought. People thought he was crazy when he bought MGM, and that has turned out to be a very strategic move. It nearly killed him at the time, but in the end it may help make him and his shareholders \$9 billion.

So the right answer has to be that there is not one guy. That era is probably over. But there are a half-dozen or fewer people today that are both geniuses—almost every one of them—and incredibly influential in terms of determining the shape of this information industry. John Malone, Michael Eisner, Jerry Levin, Sumner Redstone, Ted Turner. It's a short list, really, and a remarkable one.

Did they all get where they are by brainpower?

I think they did. Twenty years ago Rupert Murdoch had almost nothing. He had a few little newspapers here and there. And now look at what he's done.

Look at what Eisner did. Earlier in my investment banking career, I was involved with the Disney situation when Eisner came in, and many people close to that situation said: "Well, good luck to Eisner, but this is going to be very tough for him, because it's such a messed-up company, and a terribly damaged franchise." And look what he did.

Look at Redstone, who bought Viacom when many people—present company probably included—thought he was a little crazy to pay that price. Look at the value he found inside that company. And look at the value that's been created with MTV and Nickelodeon and VH1.

It's hard for me to say this is luck. I think these people are extraordinary visionaries and geniuses in having put those companies together.

The other thing you can say about these geniuses is that every one of them has been a major risk-taker in the course of his career. They've all had to put themselves in a position where they could have ended up not being on anybody's list of anything.

One of the biggest negatives that has been raised about

this Time Warner/Turner deal has to do with large Time Warner investors not getting the value that they ought to because of the way the deal is structured. Some say the dilution will be greater than the asset growth.

In all the frenzy to pick apart these acquisitions, people have gotten too focused on the short term. You cannot judge an acquisition like this based on what it will do to the stock price in the first six weeks or any period like that. Practically every acquisition that I've ever looked at has been dilutive in one form or another. Whether you pay for it with shares or with debt, in every case you are essentially buying something at a price probably higher than where your stock is trading.

In the short run, anyone can say to you: "Why are you doing this?" Or you can ask yourself: "Why am I doing this?" Every cable company whose stock is trading at nine times cash flow that goes out and buys something at 11 times cash flow can ask itself: "Why am I doing this?"

The answer is that acquisitions have always been a major part of successful growth within the media industry, and we've already talked about two or three acquisitions that were paid for at prices that, at the time, seemed at least fair, if not high, and that in retrospect were bargains. And this is what I talked about in being willing to step up. You have to be willing to say: "This is a strategic acquisition. I'm not ignoring the numbers; I'm looking very closely at the numbers. And my numbers say that, three to five years from now, this acquisition will add measurably to the value of my company. Therefore I'm going to do it, even though today it is dilutive"—dilutive whether it's stock or cash that's being used to pay for it.

Simply because shares are being used in no way suggests that the shareholders of Time Warner are going to be worse off if this happens. They're going to be better or worse off, as I said, three to five years from now depending on how correctly the Time Warner people judged what they could do with Turner once it was within the Time Warner orbit.

It would be very hard for me, if I were sitting at 75 Rockefeller Plaza, to think of another acquisition—certainly of size—that would be as strategically beneficial to Time Warner. That's not to ignore the price; price is always important. But you've got to keep the strategic part in your mind, too, because it's not always just what comes out of the computer.

Until the past three or four weeks Ted Turner has been a buyer. Suddenly he's a seller. Would you advise him one way or the other?

Well, I would advise him he probably needs to be one or the other. But going back to what I said earlier, the way the landscape is changing, Turner, at his eight billion—or six billion before this all started—was certainly a significant player, but he is not nearly the size of Viacom, Time Warner, News Corp., et cetera. I think he knew that, and I think that's why he was working to be a buyer in a number of different circumstances, the networks being the one that was the most publicly discussed.

What are the next strategic alliances out there?

It's hard to know on any given day. But the point is that there is virtually no one, other than maybe the two or three largest companies in this industry, that is absolutely not a player in any possible future consolidation. To almost any other combination you could give me I would say: "I'm not going to tell you that's not going to happen." As I said earlier, in the great scheme of companies in the world, these companies are large, but they are not overpoweringly large.

And if the telephone companies decided that they wanted to be buyers—not just of cable, perhaps, but of programing companies—they could make some very large acquisitions in this industry. And, given their size, without feeling too much pain.

Do you think that Barry Diller has planted a seed with Silver King?

I think Barry has absolutely planted a seed, but I would caution against raising expectations beyond reason. Barry has acquired control of 30 million or 40 million households or more—depending on which set of numbers you look at—in which he effectively has guaranteed access for his programing and in which he has extraordinary ability, because of his talents, to create programing that will gain viewers and ultimately advertisers.

Does that mean he's trying to create another CBS or NBC or Fox? Not necessarily. And I'm not sure that he has everything he would need to do that. But there are a lot of other things you can do, and be hugely successful at, besides going head to head with one of the conventional networks. If you look at some of the cable programing operations that are out there, and how incredibly successful they have been with no more homes than Barry has access to—and without his one big advantage—you can see his potential.

His big advantage is that he can reach all those homes on a nationwide basis, and he can also offer local programing. A cable network can't.

Is the AT&T deconsolidation likely to be a model for others in telecommunications?

The AT&T breakup is clearly one of the more significant events in recent telecommunications history. One shouldn't understate its magnitude, but one should also appreciate that it represents a very elegant and attractive approach to a number of considerations specific to AT&T. There is the potential conflict in manufacturing equipment for competitive service providers. There is the apparent desire to reduce debt. There is the situation with the computer business. And remember that 60% of the revenue and 80% of the profit will be remaining in one company. So while I'm sure there will be other spin-offs and restructurings, I wouldn't necessarily expect a dramatic effect on the telecommunications business as we know it.

Has there ever been a better time to access capital to make these mergers, or build a medium?

No, there's probably never been a better time. The enthusiasm and excitement about this industry are quite phenomenal at the moment, and probably deservedly so, because the financial performance of these companies is quite exceptional. And again, somewhat unusually, that's true across the board.

Even cable, which has been under certain regulatory pressure, is growing again—and substantially, from a cash-flow point of view. Certainly the advertising-based businesses—radio and TV, principally—are doing phenomenally well. And the programing-oriented, or the consumer-oriented, businesses also are quite strong, in the sense that the economy is good, people have money and they're willing to spend it on entertainment. The percentage of people's incomes that they spend on entertainment has been going up substantially.

And so the money that's been going into this industry from consumers, who are the biggest source of the income, has been very strong. That's fueled a lot of this growth. And that obviously doesn't elude the people who are in the financing business and who are providing capital, because they see the growth and they see the business there.

Among the forces that are playing a role, isn't the government a disproportionately large player?

Washington is much more important now. What happens to the telco bill, what happens at the FCC on the issues that are within its control, are already playing a huge role just in my part of the world, which is mergers and financing. And it's certainly playing a role in the fundamental business that the corporate people have to deal with every day.

Washington is a major factor in this. And you know, they sit there debating what, to them, I'm sure, are relatively small issues such as what to do to the ownership limit on TV stations. One's at 50 and one's at 35, and they'll haggle it out and they'll get to some number. But the number they get to is going to have a big impact on what happens to a number of companies.

You're talking about Washington giving. Can you anticipate any circumstance in which Washington would take away?

Absolutely. I don't think there's any question about that. Cable got reregulated because people didn't like what they saw under deregulation. We had almost 10 years of that, and enough people said: "Gee, this really isn't working, because prices are going up too fast. Let's reregulate it." How cable performs under deregulation, phase two, is going to determine pretty heavily whether it gets reregulated.

They broke the networks apart from their programing sources some years ago, and now they've let them come back together. If things happen that people in Washington perceive are bad for the country from a public policy point of view, will they break them apart again? You can't say it won't happen.

What's going on there has a logical basis in the changes that have occurred, and now they're going to try a new system. That new system may or may not be 100% successful, and they may want to go back and tinker with it at some point. And that would be completely logical.

Do you see any chance that next year will be as volatile as this year? Or are we approaching the crest?

Last year I said to myself: "Well, 1994 was a fantastic year, but it won't happen again." And now, in 1995, we're on track to having a year that's going to be in the same ballpark. So I've given up predicting what will happen.

Assuming that this telcom bill passes, and they raise the station ownership percentage limits to wherever they end up, you're going to have a lot of pressure from buyers who want to get up to that limit, or closer to that limit, for all the reasons we've talked about. And, conversely, you're going to have sellers saying: "Multiples are very high. This is a good time. Why not?"

At some point you're going to have a resumption, as circumstances warrant, of the cable consolidation, which is a little bit on hold at the moment.

Certainly, radio consolidation is only partway through its cycle, because of the regulatory changes. Radio is being set up as an industry in which you're going to have a relatively small number of larger players, who are going to be very talented, very efficient, very competitive. That's as it should be, because radio is really just another type of information and entertainment delivery service, and there's no reason why it needs to be owned by hundreds of different companies, many of which are relatively inefficient. It makes sense to allow consolidation.

Will 1996 be a record year? Let's get through 1995 first. ■

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Networks plan for O.J. finale

Coverage of closing arguments, verdict proving to be complex task

By Steve McClellan

Nine months and about 6,000 gross rating points later, the end is near. The end of the O.J. Simpson trial, that is, and network news executives were brainstorming feverishly last week to plot coverage of the closing arguments and the subsequent verdict.

Although some recent surveys conclude that viewers are sick of all the trial coverage, network executives think the verdict may be the most watched event in TV history.

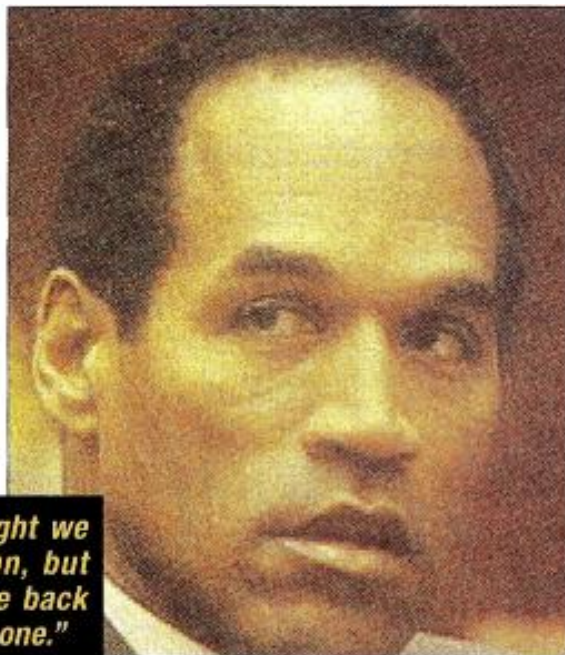
Plotting the coverage is complex because, as of this writing, presiding court judge Lance Ito had not indicated whether closing arguments would be limited to certain subjects or whether the prosecution and defense lawyers would have a limited amount of time in which to state their case. Estimates on how long the jury will take to deliberate the case range from two days to three weeks.

Lane Venardos, vice president, CBS News, described trying to plan the final weeks of the Simpson coverage as "a real nightmare. It's gone from being a relatively cohesive two days of closing arguments to closing arguments spread over two weeks with major gaps and interruptions in the process. We thought we had a plan, but now we're back at square one."

Although coverage was still in the planning stages last week, at deadline, it appeared that NBC's Tom Brokaw and CBS's Dan Rather would be in Los Angeles early this week to anchor their respective broadcasts the day closing arguments begin, expected either today (Sept. 25) or tomorrow.

David Bohrman, executive producer, special events, NBC News, however, said that the Simpson trial would not dictate Brokaw's presence in Los Angeles and that he most likely would return to New York by midweek. As one source put it, "They won't be camping out in L.A."

It was unclear how long Rather would remain in Los Angeles. At



"We thought we had a plan, but now we're back at square one."

—Lane Venardos
VP, CBS News

deadline, ABC executives had not decided whether to send Peter Jennings to the West Coast.

Bohrman says that planning coverage of the trial's finale is especially challenging because it's difficult to pinpoint how long it will take for events to unfold. "The thing to keep in mind is that no one has been right about anything in this story for the last year about how long things would

take, when things would happen or what would happen next."

The best guess is that closing arguments will take this week, with the jury getting the case at the end of this week or early next. Bohrman and executives at the other networks were still grappling last week with how much of the closing arguments to cover. At the very least, Bohrman said, NBC would air hourly updates.

Once the jury gets the case, the watch begins. News organizations will have an hour's notice that the jury is about to end deliberations and announce its verdict or indicate its failure to reach one.

"I think this will be the most watched event in American television," says Bohrman. "It's going to be on everywhere. All the cable channels are carrying it, as well as the networks. Everyone's is going to be watching this."

One complication: If jury deliberations go into a second week or longer, the verdict could come during a Major League Baseball playoff game or the World Series, which is being shared by ABC and NBC this year. ■

ABC gives 'Grace' two-year deal

Two weeks after Carsey-Werner began selling the off-network syndication rights to its sitcom *Grace Under Fire* and one week after the comedy made its third-season debut on ABC, the network has given the production company a two-year commitment for the series. The new order will bring total episodes to 122.

"*Grace Under Fire* and its talented star Brett Butler have become an important part of the ABC family and [*Grace*] the main tent pole for our entire Wednesday night lineup," said Ted Harbert, president, ABC Entertainment.

Under the agreement, the show has been renewed through the 1997-98 television season. ABC ordered 22 episodes of the comedy in its first season, but in subsequent years has ordered 25 episodes of the show. A spokesman at the production company said it is likely that 25 episodes will be produced for the two additional years.

Grace Under Fire debuted in fall 1993 and has ranked first every week in every time period in which it has played since its premiere. —SC

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WB/UPN talk, no action

Daly says recent merger discussions were not fruitful

By Steve Coe

Don't look for a merger of the WB Network and UPN anytime soon, says Warner Bros. Chairman/CEO Bob Daly.

The competing networks had cursory talks about a merger, but they yielded nothing, Daly says.

Herb Siegel, chairman and president of Chris Craft Industries, which owns UPN, broached a merger last July at the Sun Valley conference hosted by Allen & Co. Chairman Herb Allen. "A couple of weeks later his son Billy Siegel came out, and he and I talked for about

Flanagan re-ups with Bochco

Dayna Flanagan, president, Steven Bochco Productions, has signed a three-year contract extension to remain with the independent production company. "Dayna is the best television executive I've ever worked with, and I'm proud and happy she's elected to stay with us," said Bochco. Flanagan joined the company in 1989 after serving as executive vice president, creative affairs, 20th Century Fox Television where she was responsible for television development and production. In her current position, she is responsible for supervising all areas of production, distribution and marketing for *NYPD Blue*, *Murder One*—which debuted last week and *Public Morals*, the comedy Bochco is producing for CBS.



—SC

15 minutes and realized that the fundamental problems we faced in the beginning can't be worked out," says Daly. "Those are primarily what would happen in New York and Los Angeles."

Chris Craft and Tribune Broadcasting, a minority shareholder in WB, have competing stations in New York and Los Angeles. Neither is prepared to give up the affiliation with its respective network to facilitate a merger.

Despite the obstacles, many industry observers think a merger is inevitable because of the mounting losses each is sustaining. It's estimated that Chris Craft will incur first-year losses of more than \$100 million; WB's red ink is said to be at least \$70 million.

"Both can't survive," says one source. "Both are out there actively seeking secondary affiliations. I don't think anyone sees the end to the red ink. And it's easy for them to merge once you get past the top ten markets."

Warner Bros. may be able to manage the losses, but Chris Craft cannot, the source says. "UPN clearly has the stronger affiliate lineup overall, but the WB has the kids lineup—which could put them over the top." ■

News survey: enough is enough

Why do newscasts and other programs provide so much coverage of the O.J. Simpson trial? News executives frequently say they're responding to the viewers' need to know.

But a new survey from Frank N. Magid Associates, commissioned by Hearst Broadcasting, finds that viewers want less coverage of O.J. and a lot less coverage of certain people.

The survey, based on telephone interviews conducted Sept. 1-6 with 800 news viewers 18 and older, found that 62% of those responding want less O.J. coverage. Eighty-five percent say television news has provided too much coverage of Kato Kaelin, John Wayne Bobbit and Joey Buttafuoco.

The Hearst survey was commissioned for an hour special on TV news and its impact that will be hosted by Oprah Winfrey and air exclusively on the six Hearst-owned stations in late September and early October. Four stations will air the special in prime time and two in prime access.

America's Top Story, Hosted by Oprah Winfrey, was shot Sept. 7 at the Harpo Productions studio in Chicago with a guest panel that included Carole Simpson and Chris Wallace, both of ABC News, NBC News's Andrea Mitchell and child psychologist T. Berry Brazelton. It also linked local anchors and studio audiences from the six Hearst markets.

—SM



TriStar TV restructures prime time development

By Steve Coe

TriStar Television has restructured its prime time development division, promoting two executives and hiring two others.

Russ Krasnoff, vice president, series development, has been named senior vice president of that area with primary responsibility for development of all series at TriStar. Jocelyn Freid has been named director of series development. She had been manager, series

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Twentieth sales moves

Twentieth Television has created three new regional sales division manager posts to devote more attention to stations in small and medium markets. Ken Lawson, account executive, Western division, has moved to New York to serve as Northeastern division manager. Steve MacDonald, former general sales manager for Shamrock-owned KABL-FM San Francisco, has joined Twentieth as West Coast division manager. In the Atlanta office, account executive Dan Menzel has been upped to Southeastern division manager. The new positions were created after several Twentieth sales executives were reassigned following the move of Eastern region manager, Victoria Quoss, to Fox Broadcasting, said Jim Martz, Twentieth's executive VP, sales operations. But with the off-net sales for *NYPD Blue* and *The X-Files* looming, Twentieth wanted to strengthen the regional focus of its sales operations.

X marks the spot

Twentieth Television's *The X-Files* is being readied for syndication launch for fall 1997. Sales pitch for Fox's sci-fi hit reportedly could begin as early as next month. Station reps are bullish on off-net potential for show, whose loyal viewership spans all key demo categories. Building awareness of off-net debut shouldn't be difficult, what with *X-Files* news burning up Internet and merchandising of show already in full swing.

Allen's Adventure

New York-based Allen Entertainment has acquired the off-network rights to the NBC Saturday morning show, *Name Your Adventure*. Allen Entertainment president Bob Cohen says the initial marketing plan calls for a midseason start in January 1996 of an all-cash, 40-episode package. The show was dropped this season by NBC, due to costs, but Cohen says he's retained the right to produce more episodes.

Two to Hard Copy

Sylvia Villagran and Roger Lodge have been added as correspondents on Paramount's top-rated tabloid *Hard Copy*. Villagran previously served as host/correspondent for several Spanish-language TV programs and


worked for several Los Angeles-area radio stations. Lodge was a reporter for the weekend edition of *Hard Copy* and host/reporter for E! Entertainment Television's *Coming Attractions*. He also had recurring roles on ABC's *Full House* and *General Hospital*.

Video vanquisher

Will Americans ever get tired of watching their own home videos? Apparently not. *America's Funniest Home Videos* has accomplished in its

off-net debut as a strip what some newcomers only dream of: holding and improving on its lead-in. Even as its first-run counterpart expands to an hour in its seventh season on ABC, *America's Funniest Home Videos* earned an average 2.6 rating and 5 share in its first week, according to Nielsen's metered market overnights. The MTM Television offering, sold strictly for cash, boosted both its lead-in and year-ago time period rating by an average 4 percent.

—CL

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The Big Picture, Direct From Japan.

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development.

Kimberly Haswell, vice president, series development, joins the company from Fred Silverman Productions, where she managed the development staff. The other new hire is Kim Rozen-

feld, who has been named director, series development. Rozenfeld most recently served as associate producer on a number of made-for-TV movies and several series.

TriStar Television recently completed one of its most successful seasons

ever with the placing of fall or midseason shows on five of the six networks. Its new product includes *Hudson Street* for ABC, *Can't Hurry Love* and *Matt Waters* for CBS, *Raising Caines* for NBC, Fox's *Ned & Stacy* and *Simon* for the WB.

PEOPLE'S CHOICE: Ratings according to Nielsen, Sept. 11-17

Week	abc	CBS	NBC	Fox	U/PIN
52	12.7/21	11.0/18	9.1/15	9.1/14	4.9/8
MONDAY	8:00 82. The Marshal 5.8/10	18. The Nanny 12.6/21	64. Fresh Prince 7.4/12	30. Melrose Place 10.8/17	81. Star Trek: Voyager 6.1/10
	8:30	24. Bless This House 11.6/18		61. Partners* 7.5/12	
	9:00 8. NFL Monday Night Football—Green Bay Packers vs. Chicago Bears 15.9/27	28. Murphy Brown 11.2/17	45. NBC Monday Night at the Movies—Thelma & Louise 9.4/15	65. Ned and Stacey* 7.3/11	97. Nowhere Man 3.7/6
	9:30	29. Cybill 11.1/17			
	10:00 44. Chicago Hope 9.7/17				
10:30					
TUESDAY	8:00 30. Roseanne 10.8/19	7.2/12	10.8/18	7.9/13	2.3/4
	8:30 6. Jeff Foxworthy 16.1/27	70. Rescue: 911 7.0/12	38. Seinfeld 10.1/18	55. Fox Tuesday Night Movie—In the Name of Love: A Texas Tragedy 7.9/13	99. Deadly Games 2.6/5
	9:00 1. Home Imprvmt 16.9/27		59. Newsradio 7.7/13		
	9:30 7. Coach 16.0/25	69. CBS Tuesday Movie—The Secretary 7.2/12	34. Frasier 10.7/17		103. Live Shot 2.0/3
	10:00 30. The Monroes 10.8/19		37. Wings 10.2/16		
10:30		14. Dateline NBC 13.1/23			
WEDNESDAY	8:00 20. Elleh 12.3/22	8.5/14	6.5/11	11.8/19	2.6/4
	8:30 30. Drew Carey* 10.8/18	61. Bless This House* 7.5/13	85. seaQuest DSV 5.3/9	23. Beverly Hills, 90210 11.8/19	98. Sister, Sister 2.7/5
	9:00 9. Grace Under Fire 14.5/23	38. Dave's World 10.1/17			99. The Parent 'Hood 2.5/4
	9:30 17. Naked Truth* 12.7/20	61. Central Park West* 7.5/12	59. Dateline NBC 7.7/12		99. The Wayans Bros. 2.5/4
	10:00 13. PrimeTime Live 13.3/23	47. Courthouse* 9.2/16	76. Law & Order 6.5/11		99. Unhap Ever After 2.5/4
10:30					
THURSDAY	8:00 7.3 13	5.5 10	15.4/27	7.9 14	
	8:30 52. Charlie Grace* 8.3/15	85. Murder, She Wrote 5.3/9	10. Friends 14.1/25	65. Living Single 7.3/13	
	9:00 70. The Monroes* 7.0/12	96. Color Me Barbra 4.2/7	22. Hope & Gloria 12.1/21	58. The Crew 7.8/13	
	9:30		1. Seinfeld 16.9/28	52. New York Undercover 8.3/14	
	10:00 75. Day One 6.6/12	72. 48 Hours 6.9/12	3. Mad About You 16.5/27		
10:30		4. ER 16.4/30			
FRIDAY	8:00 12.1/23	5.1/10	5.6/11	7.8/15	
	8:30 35. Family Matters 10.4/21	92. CBS Sneak Peek 4.8/10		65. Strange Luck* 7.3/15	
	9:00 35. Boy Meets World 10.4/20	90. Dave's World 4.9/10	83. NBC Baseball Night 5.6/11	52. The X-Files 8.3/15	
	9:30 26. Step by Step 11.4/21	90. Picket Fences 4.9/9			
	10:00 21. Maybe This Time 12.2/22	84. Central Park West 5.4/10			
10:30 11. 20/20 14.0/26					
SATURDAY	8:00 7.7/14	6.9/13	11.2/21	5.1/10	
	8:30 50. Jeff Foxworthy 8.4/17	78. Dr. Quinn, Medicine Woman 6.3/12	74. Brotherly Love* 6.7/13	89. Martin 5.0/10	
	9:00 49. Maybe This Time 8.6/16		78. Minor Adj'ments* 6.3/12	93. Preston Episodes 4.7/9	
	9:30 65. ABC Saturday Family Movie—Encino Man 7.3/13	55. Walker, Texas Ranger 7.9/14	25. 75 Years of Miss America 11.5/22	85. Cops 5.3/10	
	10:00		4. Miss America Pageant 16.4/31	85. Amer Most Wntd 5.3/10	
10:30					
SUNDAY	7:00 12.0/19	10.8/17	9.6/15	8.7/14	1.5/2
	7:30 45. America's Funniest Home Videos 9.4/17	12. 60 Minutes 13.6/24	80. Brotherly Love 6.2/11	55. The Simpsons 7.9/14	106. Pinky & Brain 1.5/3
	8:00 19. Lois & Clark 12.4/19	38. Cybill 10.1/16	93. Minor Adj'ments 4.7/8	50. Springfield's MW 4.2/8	104. Sister, Sister 1.6/3
	8:30	48. Almost Perfect 8.9/14	43. Mad About You 9.8/15	16. The Simpsons 12.9/20	104. Kirk Cameron 1.6/3
	9:00 14. ABC Sunday Night Movie—The Stranger Beside Me 13.1/21	41. CBS Sunday Movie—The Client 10.0/16	27. NBC Sunday Movie—Danielle Steel's 'Zoya' 11.3/18	77. Partners 6.4/10	109. Simon 1.3/2
9:30			41. Married w/Chld 10.0/15	108. Cleghorne! 1.4/2	
10:00			72. Ned and Stacey 6.9/11	106. First Time Out 1.5/2	
10:30					
WEEK AVG	11.3/19	8.0/14	9.8/17	8.4/14	UPN: 3.6/6; WB: 1.9/3
STD AVG	10.9/19	9.9/17	10.6/18	6.8/12	UPN: 3.4/6; WB: 1.9/3

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 95.9 MILLION HOUSEHOLDS; ONE RATINGS POINT=959,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

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- ✓ Acquired 11 stations from Broadcasting Partners, Inc.
- ✓ Issued 6.2 million shares of Common Stock.
- ✓ Reached Agreement to acquire 12 stations from Pyramid Communications, Inc.
- ✓ Outstanding Revenue, Cash Flow and Ratings Growth.



TORONTO DOMINION BANK

Murdoch sells; friends gain two TVs

Smith, Lilly pay total of \$47.3 million for NBC affiliates in California

By Elizabeth Rathbun

Former-partners-turned-competitors Robert N. Smith and George D. Lilly unknowingly linked up again last week to purchase two California TV stations from Elisabeth Murdoch, daughter of media mogul Rupert Murdoch.

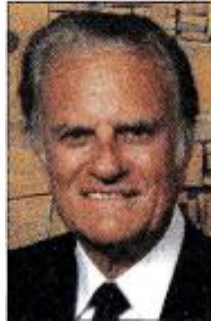
Smith and Lilly separately approached Murdoch at about the same time, expressing interest in KSBW Monterey/Salinas and KSBY(TV) Santa Barbara/Santa Maria/San Luis Obispo, respectively. Last Monday, the deals came together: Smith bought KSBW for \$30.3 million; Lilly paid \$17 million for KSBY (see "Changing Hands"). Both stations are NBC affiliates.

With Smith Broadcasting Group Inc. based in Santa Barbara, where it owns KEYT-TV, Lilly and Smith become competitors in yet another market. "It just worked out that way," Smith says with a laugh.

Murdoch wasn't looking to sell, Smith says. But according to a news release from Murdoch and her husband, Elkin Pianim, they agreed to sell their lone broadcast holdings after deciding that planned federal regulatory changes and the accompanying consolidation "will adversely affect the competitive position of stand-alone small-market stations."

The two didn't do badly in making the combined \$47.3 million deal (subject to FCC approval). They got 35% more than the \$35 million they paid for the stations last August. Smith says he paid more than 10 times cash flow for the station, but declined to be more specific. Lilly says he paid "well over 10 [times cash flow]."

Smith and Lilly first teamed in 1986 to buy WGRZ-TV Buffalo, N.Y. Also



Billy Graham assumes control of an N.C. radio combo.

that year, the two united to buy Times-Mirror Co. stations in Syracuse, N.Y., and Harrisburg, Pa. Lilly took over the Syracuse station; Smith took Harrisburg.

The two first became competitors in 1988 in Wichita, Kan., when Smith bought KWCH-TV and Lilly purchased KSNW(TV). "We both quietly and with great secrecy cut our own deals," Lilly says. But, he says, the two have remained "good

friends."

Both took a personal interest in Murdoch's California stations. Smith had owned a piece of KCCN-TV Monterey/Salinas, but was bought out. Since then, "I have wanted to get back in the market," Smith says of Monterey. Lilly, meanwhile, is running his new station-acquisition company, SJL Communications LP, in Montecito, where his new station is located.

Backing Smith in his latest venture is New York-based buyout fund Jupiter Partners Inc. Smith and partners, who hooked up last January, have bought WEYI-TV Flint, Mich., WROC-TV Rochester, N.Y., and WTPV-TV Steubenville, Ohio (BROADCASTING & CABLE, Feb. 27), and are buying three ABC affiliates in Alaska, Smith says.

Lilly had been buying stations under SJL Broadcast Management Corp. until recently, when his venture partners wanted to cash in their holdings. Lilly says he earned a "good chunk of cash" from the venture which he is using to help fund his new company.

"We're looking to build a group" of TV stations in markets 100-125. But "we're not in a big hurry," Lilly says. KSBY is in the nation's 112th DMA.

■ ■ ■

Among the notable names involved in deals last week were DJ and station owner Bruce "Cousin Brucie" Morrow and Adlai Stevenson IV. Stevenson—grandson of 1952 and 1956 Democratic presidential candidate Adlai Stevenson and son of former senator Adlai III—sold WHZT(FM) Mahomet, Ill., for \$250,000 to Odyssey Broadcasting Inc. (see "Radio: FM"). Stevenson bought the station in 1992 for \$225,000.

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Morrow's Multi-Market Radio Inc. sold wvMI(AM) Biloxi, Miss., to G&R Radio Inc. for \$125,000 (see "Radio: AM"). Multi-Market had acquired the AM, along with WQID-FM Biloxi-Gulfport, for \$1.9 million in 1994.

Meanwhile, Multi-Media principal Kevin H. Rich will resign after San Diego-based Triathlon Broadcasting Co. closes its deals to buy KZKX(FM)-KTGL(FM) Lincoln, Neb., from Pourtales Radio Partnership. Last Wednesday, Triathlon said it has a commitment for \$9 million credit from an undisclosed commercial lender to complete these two deals. Closing is expected in January 1996, depending on improved cash-flow results in the last quarter of this year. Sillerman may provide up to \$30 million more in loans, a Triathlon news release says.

Rich is secretary, treasurer and CFO of Triathlon, which has an option to acquire seven more FMs and six AMs from Pourtales. It recently closed on Pourtales properties KXLK(FM)/KRBB(FM)/KFH(AM)/KQAM(AM) Wichita, Kan. Norman Feuer is Triathlon's president/CEO and COO of Pourtales.

■ ■ ■

Blue Ridge Broadcasting Corp., Black Mountain, N.C., last week notified the FCC that it wants to transfer control of its WFGW(AM)-WMIT(FM) Black Mountain, from its board of directors to the Billy Graham Evangelistic Association. The Reverend Billy Graham, a member of the board, was elected chairman of the company in the move to strengthen ties with his Minneapolis-based association. No money changes hands in the deal.

According to documents filed with the FCC, Blue Ridge's purpose is "advancing the gospel of Jesus Christ throughout the world by any means, but particularly through the medium of radio broadcasting.... Specifically, [Blue Ridge] has sought to broadcast Christian programming consistent with the gospel message preached by the well-known evangelist Reverend Billy Graham."

Graham's association already controls KAIM-AM-FM Honolulu. ■

Amplification

The broker for the \$33 million sale of wSMH(TV) Flint, Mich. ("Changing Hands," Sept. 19) was Fox Media Inc.

Changing Hands

The week's tabulation of station sales

Proposed station trades

By dollar volume and number of sales

This week:

TVs □ **\$69,200,000** □ 7
 Combos □ **\$18,375,000** □ 4
 FMs □ **\$1,972,810** □ 8
 AMs □ **\$365,000** □ 2
 Total □ **\$97,112,810** □ 21

So far in 1995:

TVs □ **\$2,697,512,000** □ 102
 Combos □ **\$1,328,008,810** □ 160
 FMs □ **\$509,517,461** □ 273
 AMs □ **\$78,367,754** □ 141
 Total □ **\$4,637,879,025** □ 676

TV

KSBW(TV) Monterey/Salinas and KSBY(TV) Santa Barbara/Santa Maria/San Luis Obispo, Calif.
Price: \$47.3 million (\$30.3 million for KSBW; \$17 million for KSBY)
Buyers: KSBW: Smith Broadcasting

Group Inc., Santa Barbara (Robert N. Smith, president), owns KEYT-TV Santa Barbara/Santa Maria/San Luis Obispo, and WETM-TV Elmira and WKTV (TV) Utica, N.Y.; is buying WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio; and is selling WATM-TV Altoona and WWCP-TV Johnstown, Pa.; KSBY: SJL Communications LP, Montecito, Calif. (George D. Lilly, president); no other broadcast interests

Seller: EP Communications Inc, Monterey (Elisabeth Murdoch, president); no other broadcast interests

Facilities: KSBW: ch. 8, 158 kw visual, 15.8 kw aural, ant. 2,940 ft.; KSBY: ch. 6, 100 kw visual, 12 kw aural, ant. 2,250 ft.

Affiliations: Both NBC

KEVN-TV Rapid City and KIVV-TV Lead-Rapid City, S.D.

Price: \$13.95 million

Buyer: Blackstar LLC, Washington (John E. Oxendine, president/CEO; Silver King Communications Inc., 30.3% nonvoting equity interest; Fox Television Stations Inc., 32.6% nonvoting equity interest); also is buying KSNB-TV Superior, KHGI-TV Kearney and KWNB-TV Hayes Center, all Neb., and owns WBSF-TV Melbourne, Fla.;

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WWCP-TV, Johnstown, PA, and WATM-TV, Altoona, PA from Evergreen Broadcasting Corp., Robert Smith, President, to USA Broadcast Group, L.L.C., Robert Fish, CEO, Raymond Schonbak, COO, for \$12,500,000.

Brian E. Cobb
initiated the transaction

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KBSP-TV Salem, Ore., and WBSX-TV Ann Arbor, Mich. Oxendine also is president of general partner of WTMP (AM) Temple Terrace, Fla.

Seller: Heritage Media Corp., Dallas (James Hoak, chairman); owns WPTZ (TV) North Pole, N.Y.; WEAR-TV Pensacola, Fla.; wchs-TV Charleston, W. Va.; WNE-TV Hartford, Vt.; KOKH-TV Oklahoma City; KRPM-FM Tacoma, Wash.; WRTH(AM)/WIL-FM/KIHT(FM) St. Louis; WBBF(AM)/WBEE-FM/WKLX(FM) Rochester, N.Y.; WEMP (AM)-WMYX(FM) Milwaukee; WAMG(FM) Wauwatosa, Wis.; WOFX-FM Fairfield, Ohio; KCFX (FM) Harrisonville and KCIY(FM) Liberty, Mo.; KKSJN(AM) Vancouver, Wash., and KKSJN-FM Portland and KKRH-FM Salem, Ore.; is selling KRPM(AM) Seattle and KXYQ(AM) Milwaukie, Ore., and is buying KNWX(AM) Seattle

Facilities: KEVN-TV: ch. 7, 263 kw visual, 26.3 kw aural, ant. 669 ft.; KIVV-TV: ch. 5, 100 kw visual, 10 kw aural, ant. 1,851 ft.

Affiliations: Both NBC

Broker: Ted Hepburn Co.

KSMS-TV Monterey/Salinas, Calif.

Price: \$5.3 million

Buyer: KSMS-TV Inc., Pacific Palisades, Calif. (Walter F. Ulloa, president). Ulloa also owns KSTV(TV) Ventura, Calif., and wvbt(TV) Virginia Beach, Va.; is 50% owner of KONG-TV Everett, Wash., and 21% owner of KCEC(TV) Denver; has interest in KINC(TV) Las Vegas, KRPA(TV) Rancho Palos Verdes and KLXO(TV) El Centro, Calif.; and is 50% owner of applicant seeking reconsideration for CP for KAJB(TV) Calipatria, Calif.

Seller: Villanueva Media Inc., Los Angeles (Daniel D. Villanueva, president); owns KAHS(AM) Thousand Oaks, Calif. Villanueva has an interest in Telemundo Group Inc., which owns seven TVs.

Facilities: ch. 67, 1,260 kw visual, ant. 2,299 ft.

Affiliation: Univision

KWBF(TV) Flagstaff/Phoenix, Ariz.

Price: \$1.4 million

Buyer: The Christian Network Inc., Clearwater, Fla. (Dan Stuecher, president); also owns wctd(TV) Miami and wibr(TV) Melbourne, Fla.; KUBD(TV) Denver; WHKE(TV) Kenosha, Wis., and WTJC(TV) Springfield, Ohio; and is buying wcee(TV) Mount Vernon, Ill./St. Louis

Seller: Dr. Michael C. Gelfand, Bethesda, Md.; owns KXPC(FM) Lebanon, Ore.

Facilities: Ch. 13, 1 kw visual, ant. 1,778 ft.

Affiliation: WB Network

WDHS-TV Iron Mountain/Marquette, Mich.

Price: \$1.25 million

Buyer: Fant Broadcasting Co. LLC, Birmingham, Ala. (Anthony J. Fant, managing member). Fant also owns WNAL-TV Gadsden, Ala.; WWHO-TV Chillicothe, Ohio; KTVC(TV) Cedar Rapids, Iowa; KNLD-TV Duluth, Minn., and WFDG-TV New Bedford, Mass.; is selling KSNB-TV Superior, KHGI-TV Kearney and KWNB-TV Hayes Center, all Neb.

Seller: Danny L. Hood Evangelistic Association Inc., Kingsford, Mich. (Danny L. Hood, president); no other broadcast interests

Facilities: ch. 8, 2 kw visual, 200 w aural, ant. 508 ft.

Affiliation: Trinity

Brokers: Proctor & Associates, Connelly Co.

COMBOS

WNDR(AM)-WNTQ(FM) Syracuse, N.Y.

Price: \$12.5 million

Buyer: Pilot Communications, Syracuse (Jim Leven, president); also owns WAQX-FM Syracuse, and WMME-AM-FM Augusta and WEBB(FM)-WTVL-AM Waterville, Maine

Seller: Osborn Communications Corp., Greenwich, Conn. (Frank D. Osborn, president/CEO); also owns WOLZ-FM Fort Myers, Fla., is half-owner of WRWX-FM San Carlos Park, Fla.; is buying WKII-AM Solana and WEEJ(FM) Port Charlotte, Fla.; and is selling WWRD-FM Jacksonville, Fla./Brunswick, Ga., and WFKS-FM Palatka, Fla.

Facilities: AM: 1260 khz, 5 kw; FM: 93.1 mhz, 97 kw, ant. 659 ft.

Formats: AM: country; FM: CHR

KACY(AM)-KSMB(FM) Lafayette, La.

Price: \$5.1 million

Buyer: Sonance Communications Inc., College Station, Tex. (William R. Hicks, president); also owns KBRQ(FM) Hillsboro; KKAM(AM)-KFMX-FM Lubbock; KIIZ-FM Killeen; KLTXT(FM) Harker Heights, and KTAW(AM)-KTSR (FM) College Station, all Tex.; owns 10% of KULF(FM) Brenham, Tex.; and is buying KCHX(FM) Midland, Tex.

Seller: Media Properties, Birmingham, Ala. (Rish Wood, president); no other broadcast interests

Facilities: AM: 1520 khz, 10 kw day, 500 w night; FM: 94.5 mhz, 100 kw, ant. 1,079 ft.

Formats: AM: sports, talk; FM: top 40

Broker: Media Venture Partners

WWPA(AM) Williamsport-WWWD(FM) Jersey Shore, Pa.

Continues on page 73

Supreme Court asked to rule on copyrights

Lawsuit against ZZ Top and Warner challenges pre-1978 public domain song policy

Radio

By Donna Petrozzello

A Los Angeles music publisher seeking a Supreme Court judgment on a music copyright infringement suit may ask the court to rule on the validity of copyrights for all songs released before 1978.

Through a lawsuit filed against the rock band ZZ Top and music publisher Warner Records, song publisher Bernard Besman has brought into question whether songs published before the federal copyright laws for music publishing went into effect in 1978 are considered within the public domain.

Besman claims in his suit that ZZ Top copied segments of the song "Boogie Chillen," written by Besman and guitarist John Lee Hooker and recorded by Hooker in 1948, in its song "La Grange," recorded in 1973. In the late 1940s, a song was considered part of the public domain if it was recorded without earning copyright protection first. Hooker did not file for federal copyright status until 1967. Changes in copyright law that

became effective in 1978 provided protection for songs that were published first as recordings, not as sheet music.

In 1991, upon hearing "La Grange," Besman decided that the song copied "Boogie Chillen" without permission and he filed against the band for copyright infringement. "ZZ Top used the essence of 'Boogie Chillen' for a different song and never asked permission. That's the problem," says Besman's attorney, Alan Dowling.

Besman is suing for a portion of the record sales of "La Grange" since 1989, revenue generated by the song from its wide airplay on rock and pop radio stations, and money made by ZZ Top from sale of the song for use in a Miller beer TV commercial, Dowling says.

ZZ Top, its management and Warner Music filed a countersuit against Besman, claiming that Besman and Hooker's song had been published in its initial recording without federal copyright protection and so became part of the public domain. A Ninth Circuit court in California sided with the band and ruled against Besman and Hooker.

Through his lawyer, Besman has appealed that decision to the Supreme Court, claiming that if the lower court's ruling is upheld, it will affect all music recorded without official copyright protection prior to 1978 and deny songwriters and artists the publishing royalties they are due.

"The decision under appeal impacts the copyright in virtually every recorded song released before 1978 by threatening to make those songs public domain works," Dowling says.

The case also has ramifications for the radio industry, which pays usage fees to music licensing organizations such as the American Society of Composers, Authors and Publishers and Broadcast Music Inc. for the right to play songs by artists registered with the organizations. If the Supreme Court does not hear Besman's case, Dowling says, there will be "anarchy and chaos because nobody will know whether they own their property."

Since Besman's case was overturned at the circuit level, a coalition of music industry organizations including ASCAP, BMI, the Songwriters' Guild of America and the National Music Publishers' Association, have joined to

Food and drink aplenty

A recent survey of radio advertising revenue among New York-area stations showed food and beverage retailers sinking the most money into radio ads, and telephone companies showing the largest increase in radio ad spending in 1995 compared with 1994.

According to the New York Market Radio Broadcasters Association (NYMRAD), advertisers spent more than \$213 million in local radio ads between January and June 1995, an 11.2% increase over spending during the same period last year. Most advertisers increased the amount of radio they used, some by more than 50%, during the first half of 1995 over 1994.

Using revenue data collected by Competitive Media Reporting, NYMRAD reported that food, beverage and drug retailers and manufacturers represented the largest revenue-generators for radio, spending \$30.2 million in advertising during the first half of 1995. Automotive industry advertisers represented the second-largest group of radio revenue-generators, spending \$28.7 million in 1995, a 70.8% increase over last year.

NYMRAD Director Sandy Josephson says stiff competition among telephone companies advertising their long-distance services helped to boost their use of radio. In addition, auto dealers used radio more heavily this year over last, he said.

A breakdown of other radio revenue sources in the first half of 1995 showed that advertisers in the entertainment/amusement field spent \$20.2 million in New York-area radio advertising (up 24.7%); department store advertisers spent \$20 million (up 28%); advertisers in publishing/media fields spent \$18.9 million (up 22.7%); home furnishings companies and retailers spent \$10.9 million (up 17.2%), and health care companies spent \$7.5 million (up 41.5%).

Only advertisers in banking/finance and travel trimmed their radio ad budgets in 1995. Banking- and finance-oriented companies spent \$10.8 million during the first half, an average 13% less than they spent in 1994. Travel or resort vacation advertisers also spent \$10.8 million, an average 23% less than last year's spending.

—DP

support Besman.

"In terms of the radio industry, if somebody litigated this issue in the Ninth Circuit courts, they might take the position that they have no obligation to pay ASCAP or BMI anything. They could claim their songs are not owned by the people who are listed with ASCAP and BMI and therefore [ASCAP and BMI] have no right to collect revenue...for any songs up to 1978 that they have listed," Dowling

says, adding that this could create an "avalanche of litigation" against the songwriters' performance rights groups.

"It is no exaggeration to state that the Supreme Court's decision in this case will involve literally billions of dollars in commerce and [will] directly affect the assets and welfare of many thousands of individuals and companies," Dowling says.

"This case has almost unimaginable

consequences to the music industry," says Michael Oberman, attorney for the industry organizations. "If you own a copyright and you are deriving income from it, the last thing you want to do is have a court say you're not entitled to anything because you don't own the songs."

ZZ Top, its management and Warner Records last week filed an appeal to Besman's request for the Supreme Court to hear his case. ■

R I D I N G G A I N

MT&R plans radio events, expansion

New York's Museum of Television & Radio is broadening its reach through a variety of projects, including hosting a radio festival, developing online services, selling merchandise on cable TV and establishing a West Coast presence.

MT&R will host its inaugural radio festival Oct. 23-Nov. 3 in New York to coincide with the 75th anniversary of the first commercial license awarded, to KDKA(AM) Pittsburgh on Nov. 2, 1920. Festival events include an appearance by Rush Limbaugh, several panel discussions on talk radio, radio broadcasts from the museum and a special listening series.

The museum's expansion plans involve listing its catalogue and seminar schedule on TV Guide Online through News Corp./MCI Online Ventures and establishing its own Internet World Wide Web site. The museum will begin offering merchandise from its museum shop for sale through the QVC Network and will launch a "television preservation partnership" with Nick at Nite to find and restore old TV series and programs.

In addition, General Motors Corp. has agreed to underwrite a university satellite seminar series and an exhibit on TV comedians next March that will coincide with the opening of the museum's Los Angeles site.

KidStar gains investors

Several international corporations have invested in KidStar, the Seattle-based children's radio and interactive media network launched in 1993. Investors include the Bandai



Those participating in the announcement of MT&R's expansion plans included (l-r) Sid Sheinberg, museum vice chairman; Frank Bennack Jr., museum chairman and president/CEO of the Hearst Corp.; Norman Pattiz, chairman of Westwood One Inc.; Grant Tinker, president of GTG Entertainment; Phil Guarascio, vice president/general manager, marketing and advertising, General Motors Corp., and Lou Weiss, William Morris Agency.

America Inc. toy company, NTT America (a subsidiary of Nippon Telegraph & Telephone), CSK Venture Capital, Benesse Corp. of Japan and Vulcan Ventures Inc.

ABC Radio's Babe joins ESPN 2

ABC Radio Networks' syndicated sports talk show host Nanci Donnellan, aka the Fabulous Sports Babe, premiered a cable TV version of her daily radio show on ESPN2 last week. The show runs weekdays, 1-2 p.m. ET. The Babe also signed her 145th affiliate, sports talk WEEI(AM) Boston.

MTech releases RadioPoll

Los Angeles-based Media Marketing Technologies (MTech) has released RadioPoll, a system that tracks calls placed to radio stations and can identify the geographic origin of a call to help stations deter-

mine where their core listeners live. RadioPoll counts each call placed to a station once and includes not only calls that are received by the station but also those that receive a busy signal. MTech COO Kirk Stirland says RadioPoll can be used in combination with MTech's MediaMaps system to help stations devise ad campaigns using billboards and bus logos targeted to specific audience areas.

Premiere debuts Newstrack

Premiere Radio Networks has launched Newstrack, an audience sampling research service that measures public opinion on local, national and international political and social issues. Premiere is making Newstrack available to news/talk radio stations as a method by which to determine those issues that most concern their listeners, says network officials. —DP

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Ovation gets a hand from New York Times / 44
Clouston says look out for DBS / 44
HBO, Larry Sanders ace ACE nominations / 48

Cable

September 25, 1995



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NYT buys piece of Ovation

Makes second investment in channel with stake in arts network

By Rich Brown

The New York Times Company has taken an equity stake in the Ovation arts network, marking the company's second investment in a would-be cable programming service.

The Times has taken an undisclosed stake in the privately owned network and plans to produce arts-related programming for the channel. The Times is one of several other soon-to-be-named equity partners expected to bring an additional \$20 million to the network. The \$20 million will be added to an initial investment made by Farlap Asset Management, The Howard Heinz Endowment, Metropolitan Museum of Art President Agnes Gund, network co-founders J. Carter Brown and Harold Morse, and others.

Ovation will debut part-time on Oct. 3 as a weekly two-hour block on tv!, the sampler network owned by Tele-Communications Inc. The block will repeat three times: 9-11 a.m.; 5-7 p.m., and 2-4 a.m., ET. Sample programming in October will include profiles of Peter Sellars, Nina Simone and Fats Waller; performances by

Barbara Hendricks and Stephane Grappelli, and a salute to Mozart.

The network is scheduled to debut full-time in December 1995 or January 1996 and will be distributed to about 500,000 households at launch, according to Ovation spokeswoman Patricia MacEwan. She says the network has "hunting licenses" from Multimedia, Scripps Howard, Western, Rifkin, Greater Media, Armstrong Utilities, Coaxial, Buckeye, Omega, American Cable Entertainment, Columbia Cable, Futurevision and C-TEC. So-called hunting licenses do not guarantee carriage on cable systems but do give systems permission from their corporate parents to negotiate deals with Ovation. The systems signed so far represent more than 4 million potential households.

In addition to providing programming to Ovation, The New York Times Company plans to provide support in such areas as advertising sales, publishing and interactive services. Also, a Times representative will join the net-



A dance from the Paris Opera Ballet on Ovation

work's board of directors.

The Times already owns a minority stake in Popcorn Channel, a movie preview network scheduled to launch later this year. The company's media holdings include six network-affiliated TV stations, 23 newspapers and classical music station WQXR-FM New York.

Ovation will launch as a digitally compressed service on the Hughes Galaxy 7 satellite with Tele-Communications Inc.'s National Digital Television Center in Denver managing all of the network's technical operations and uplinking services. ■

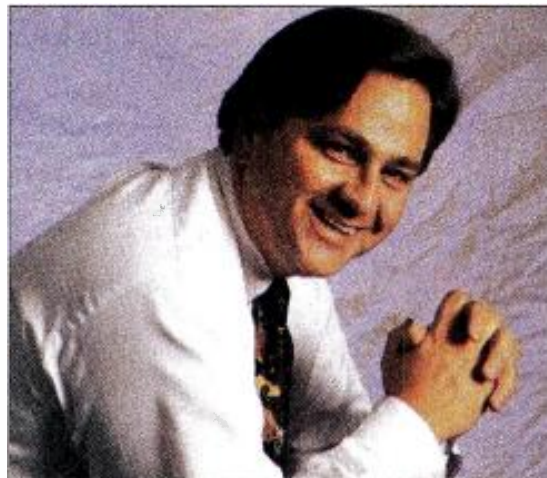
Clouston warns of satellite competition

Tells NAMIC/NCTA crowd that DBS may be bigger threat than telcos

By Jim McConville

New ways to deliver cable programming will force operators to rethink the way they approach the business, says a leading cable executive.

New cable programming products and services—including satellite, video dialtone and multiple-tier programming—will be a reality within five years, says Brendan Clouston, president/CEO of Tele-Communications Inc., keynote speaker at the joint National Association of Minorities in Cable (NAMIC)/National Cable Television Association (NCTA) Urban



TCI's Brendan Clouston

Markets Seminar held in New York last week.

Clouston says the arrival of new

delivery formats, which he called "programming products," will call on cable operators to revamp. "With new products, major organizational changes will be needed; the challenge in the next five years is for [cable] leadership to step up and take us to the next level."

Right now, he says, cable companies are not prepared. "We're about to get in-your-face competition, and we aren't ready."

Clouston says cable operators have to figure out how to get such new programming products to market. "That represents cable's biggest challenge: How do you implement these new businesses into markets? How do you implement your business model over 48 states?"

Cable operators, he says, will have

to start viewing themselves as multiple-service providers. "The real key is to become a one-stop shopping service provider; cable's future is delivering one-stop program shopping."

By that time, satellite operators—not telco companies—could represent the more serious competitive threat, says Clouston. "In two years, the question will be: Whatever happened to telcos? I don't think that [cable companies] are sufficiently upset about satellite."

But Clouston says cable's entrance into the telco business is inevitable. "Because of our bandwidth, entry into the telco business is irreversible and unstoppable."

The popular image of cable melding into three or four mega-size cable giants is a myth, says Clouston. "By definition you will have more multiple company partnerships." ■

Discovery remakes trademark

As first reported in BROADCASTING & CABLE, Discovery Communications is standardizing Discovery Channel product names and trademarks to help build identity (BROADCASTING & CABLE, July 31).

Central to the branding strategy will be standardizing Discovery's logo. Changes include dropping "The" and replacing the original half-circle planet icon with a modified 3-D NASA photo of the earth (see above). In addition, the company will use a single positioning statement—"Explore Your World"—when distributing Discovery Channel worldwide. The changes are effective for the U.S. market Sept. 25 and will be rolled out to international markets over the next six months.

The logo change coincides with Discovery's plan, announced last April, to start using horizontal programing strips for its evening schedule starting Sept. 25. "This is the most significant on-air branding campaign we have ever undertaken for Discovery Channel," says Greg Moyer, president, Discovery Channel. —JM



Cable: Puttin' on the Kaitz



More than \$1.3 million was raised to promote minority employment at the cable industry's annual night out and Walter Kaitz Foundation fundraiser in New York. Among those honored were Viacom Cable President and CEO John Goddard and the current class of more than 40 Kaitz fellows. A total 1,900 cable industry executives were on hand for the 12th annual gathering. Shown above are (clockwise from top left) Ralph Baruch, former Viacom chairman and 1988 Kaitz honoree, wife Jean Baruch and Ralph Roberts, Comcast Cable; the Kaitz fellows on stage; 1995 honoree John Goddard (l) with Spencer Kaitz, California Cable Television Association and founding director of the foundation that honors his father; Geraldine Laybourne, Nickelodeon/Nick at Night, with former New York Jets quarterback Joe Namath, now with Classic Sports Network; Bobbi Kamil, Cable in the Classroom, with Nicholas Davatzes, A&E Networks.



Big numbers are music to DBS ears

Analyst sees growth at expense of cable competition

By Jim McConville

The number of direct broadcast satellite subscribers could reach 12.5 million by 1998, with a sizable chunk coming out of the current cable sub universe. At least that's the way one analyst saw it last week.

Richard Bilotti, cable industry analyst for Morgan Stanley, says that "[a]t least half of that 12.5 million homes will be coming out of the hide of cable operators over the next three years. We see it stagnating the number of U.S. cable subscribers at 60 million."

Bilotti offered his predictions during a panel discussion on DBS at the Satellite Broadcasting Communication Association's (SBCA) Sky Forum IV conference in New York.

DBS program providers offered even more optimistic subscriber predictions, ranging from 13 million on up. The most optimistic forecast: DIRECTV and

USSB, which both say DBS subscribers could reach 25 million by 2000.

Giving DBS its next big marketing push will be the estimated \$100 million that analysts say will be spent on DBS promotional advertising next year.

With five DBS providers expected to be operating by late 1996, the price of DBS hardware will drop. "The hardware is going to come down," says Charlie Ergen, CEO, EchoStar Communications Corp. "It started at \$699, and you see it as low as \$499 in the papers today." Eddy Hartenstein, president, DIRECTV, adds: "It's not out of the realm of reality that DBS could be priced at \$300 in a few years."

But which DBS companies will still be standing in five years is less predictable. Bilotti says the three or four DBS makers that create the best product image for consumers will survive. DBS newcomers such as AlphaStar and EchoStar, both yet to launch, will have a

hard time catching DIRECTV and USSB, which have sold DBS since early 1994.

Tom Wolzien, video media research analyst for Sanford Bernstein & Co., says that most, if not all, DBS program suppliers likely will be absorbed as "a piece of a matrix" of a larger communications company.

DBS executives universally oppose spectrum auctions proposed by the FCC, saying they would hurt the momentum of DBS. "Spectrum auctions are not the way to go," says Jim Gray, CEO, Primestar Partners. "It can stymie a business before it gets off the ground."

AlphaStar, scheduled to launch in December, will distinguish itself by using direct distribution and offering niche programming. "You can't differentiate by price because everyone will match you," says Murray Klippenstein, president, AlphaStar Television Network. "The key is for us to produce niche programming for a specialized audience."

Klippenstein sees the U.S. TV marketplace in terms of 200 million TV rooms rather than 97 million households. He predicts more hybrid households that contain both cable and DBS subscribers. ■

WORLDWIRE

■ **UK media group Pearson** reportedly is in talks to acquire U.S. independent producer and distributor ACI. Local reports put the offer price for the TV movie and miniseries specialist at \$40 million. Pearson acquired Grundy Entertainment last March for \$279 million.

■ **Warner Bros.** will launch its first international branded channel in Latin America on Sept. 30. WBTW—The Warner Channel will be delivered via cable and satellite to more than 800,000 subscribers across Latin America and the Caribbean. The 24-hour basic service will offer a mix of family entertainment, cartoons and movies from its extensive catalogue. The channel, which will be distributed by HBO Ole, will be transmitted on PanAmSat-1 and BrazilSat and will offer three audio channels in Spanish, Portuguese and English.

■ **USA Networks** on Nov. 1 will launch Sci-Fi Europe in the UK, Scandinavia and the Benelux countries via cable and on a direct-to-home basis. The channel will be headquartered in London and will feature a programming lineup similar to that of the U.S. version. Cable operators representing 87% of the cable penetration in the UK, including Bell Cablemedia, Comcast, General Cable, IVS, LCL, Nynex, SBC, Telewest and Videotron, already have signed to carry the channel full-time. USA Networks International, which now operates USA Network in Latin America, plans to develop, launch and operate its branded networks in other European markets, Asia and other regions.

■ **News Corp.** and **Brazil's Globo** initially will spend at least \$500 million on their planned Pan-Latin American DBS satellite package, set to launch in March 1996. News Corp. Chairman Rupert Murdoch said last week that the sum will be shared equally between the partners and that the total cash investment will increase after the service decides on the manufacturer of the receiving equipment. The package recently leased 11 Intelsat 707 transponders, which will cost \$100 million over the next five years. —DJ

Shop around the clock

Cable will soon boast three full-time infomercial networks

By Rich Brown

There will soon be not one, not two, but three cable networks featuring around-the-clock infomercials.

Adult pay-per-view distributor Graff Pay-Per-View is preparing to enter the growing infomercial business in December with DRAGnet (Direct Response Advertising Group Network), a full-time network featuring nothing but program-length commercials.

Infomercial networks are fast cropping up to meet the demands of cable system operators, many of whom say

they don't like the idea of giving cable networks a platform to air infomercials without directly seeing any of the sales revenue. Cable networks, on the other hand, say they need the infomercial revenue to subsidize their programming costs.

Major cable system operators Cox Communications and Jones International already have launched their own

Denver-based infomercial network, Product Information Network, which reaches approximately 4 million homes nationally. Another service, Los Angeles-based Access Television Network, has been operating since March.

There is a particular opportunity for cable system operators to insert their own infomercial network part-time dur-

ing the overnight time period, when several cable networks turn their channel over to such programming. So many cable networks have infomercial blocks that there is ample opportunity for more than one full-time infomercial network, says Donald McDonald, who is spearheading the development and launch of DRAGnet. McDonald is former presi-

H E A D L I N E S

Golf Channel COO quits

Golf Channel Chief Operating Officer Gary Stevenson has resigned from the cable network to "pursue new opportunities in the sports marketing and television arenas." Golf Channel CEO Joseph Gibbs will assume his responsibilities effective immediately.

HSN deals

Home Shopping Network subsidiary HSN Direct has struck several new international alliances designed to bring its infomercial programming into Europe and the Middle East. Among the deals, HSN Direct Europe and French pay-TV operator Canal+ will form a joint venture to produce shopping programming for all French-speaking countries. Canal+ will have a 50.1% stake in the venture, which will dub U.S.-produced TV shopping shows into French as well as produce new infomercials in France.

NewsChannel sign-up

Continental Cablevision of Broward County has signed an agreement to deliver the South Florida Newschannel to its 165,000 subscribers. Continental also has a pending acquisition of Dynamic Cablevision, which serves about 80,000 subscribers in the Dade County communities of Hialeah and Coral Gables. The planned 24-hour news channel is a joint venture between the Tribune Company-owned *Sun-Sentinel* and Post-Newsweek station WPLG-TV Miami.

To your health

Turner Broadcasting System subsidiaries Turner Private Networks and CNN have agreed to provide programming for Better Health Network, a place-based TV network that will launch in doctors' waiting rooms this fall. The ad-supported service will launch in Tampa Bay next month and will expand into Philadelphia and Los Angeles later this year.

TPN runs CNN Airport Network, an ad-supported service seen in 25 airports across the country.

Roundball duo

Former NBA All-Star Danny Ainge and Hall of Famer Cheryl Miller have joined the Turner Sports broadcast team. Ainge will serve as an analyst for TNT and TBS coverage of the NBA, while Miller will serve as a reporter and studio analyst for the network's coverage of the NBA, NFL and other events.

Online dating

The Dating Network (TDN), the interactive-personals cable network, has reached the 12 million-online-subscriber mark this month. TDN first offered cable personals in 1992 and last year added a full-motion video format for the show. TDN airs in roughly 140 markets and has affiliation agreements with most major MSOs.

Southwestern Bell to sell DSS

Southwestern Bell Telephone Co. has become the first regional Bell operating company to sell Direct Satellite System (DSS) hardware, signing a deal with DIRECTV, USSB, and Thomson Consumer Electronics to sell DSS hardware in two of its regional markets. Southwestern Bell was to begin selling DSS in Little Rock, Ark., starting Sept. 23 and in Enid, Okla., starting Sept. 25. The company will sell the 18-inch DSS satellite dish, digital receiver/decoder box for \$599, \$100 off its regular retail price. Southwestern also will rent DSS for \$19.50 per month.

Faith & Values gets religion

The Faith and Values Channel (F&V) will add 15 new series, including five original productions and three off-network acquisitions,

when it launches its new fall lineup Oct. 1. Program highlights include: *Inspiration Please!*, a religious quiz show; *The Frugal Gourmet Keeps the Feast*, a cooking show built around religious themes, and *Hashing It Out!*, a talk show featuring progressive and conservative guests.

Encore/MSO pact

Continental Cablevision has signed a 10-year MSO affiliation agreement with Encore Media to carry Encore's Starz!-Encore 8. The agreement calls for the rollout of Starz! and Encore cable networks to most of Continental's 3.1 million subscribers over the next four years. Continental will use Encore and Starz! as part of its multi-premium pay packaging strategy, a Continental spokesman said.

Air & Space still aims at stars

The proposed new cable channel Air & Space Network (ASN), featuring aviation and aerospace programming, is set to debut in early 1996. The privately funded channel will first launch on DBS and C-band satellite TV. Cable and wireless broadcast systems will be added as capacity becomes available. Programming will include aviation news, a daily aviation weather program and *Plane Talk*, an aviation call-in program.

Ringside rerun

A special version of a previously aired World Wrestling Federation pay-per-view special will be carried on Fox. "Wrestlemania XI: The Special" will air Sept. 30 at 11 p.m. The program will feature a wrestling match between former NFL All-Pro Lawrence Taylor and World Federation Wrestling star Bam Bam Bigelow. A second bout features WWF champ Diesel against challenger Shawn Michaels. The events originally were part of a three-hour PPV special that aired April 2.

dent of infomercial company National Media Corporation and one of the founding board members of the National Infomercial Marketing Association.

McDonald says DRAGnet also would be eying infomercial blocks outside the overnight time period if existing contracts between cable networks and MSOs didn't make it difficult to knock out infomercial programming airing in daytime and weekend time periods. Such provisions already are being disputed between

cable networks and MSOs and are likely to be changed in future contracts, says McDonald.

Some MSOs are battling back on a local level. Continental Cablevision of Jacksonville, Fla., has preempted Black Entertainment Television's weekend lineup of infomercials with locally produced minority programming.

Cable system operators that carry DRAGnet will receive a commission on any product sold via their cable system, says McDonald. Graff also is

talking with several large MSOs about buying equity stakes in the channel.

Graff will be able to launch DRAGnet at minimal cost because the service will be piggybacked on the company's existing services, says McDonald. The new network will be delivered to cable systems through Graff's uplink and playback control center from its New York offices. Affiliate sales will be handled through the existing Graff sales force, which has adult PPV programming deals with 18 of the nation's top 20 MSOs. ■

HBO, 'Sanders' top ACE nominees

371 programers cited out of record 2,245 entries

By Rich Brown

Perennial champ Home Box Office once again is leading the pack of CableACE nominees with a total 89 nominations for its original programming.

HBO's *The Larry Sanders Show* alone received a dozen nominations in six categories for the 17th annual CableACE Awards, which will be presented Dec. 1-2 in Los Angeles. Competing against *Sanders* in five of those categories is another HBO comedy series, *Dream On*, which received 10 nominations. Other HBO series receiving six or more nominations each were the weekly series *Tales from the Crypt* and two original movies, *Indictment: The McMartin Trial* and *Citizen X*.

HBO more than doubled the number of nominations of its nearest competitor, Showtime. The competing pay-TV channel received 36 nominations, including three or more nominations apiece for *The Outer Limits*, *Fallen Angels*, *The Showtime 30-Minute Movie*, *Down Came a Blackbird* and *Picture Windows: Two Nudes Bathing*.

Cable networks receiving 10 or more nominations include Turner Network Television (28); The Disney Channel (20); Arts & Entertainment (19); Comedy Central (19); ESPN (19); Nickelodeon (17); Cable News Network (15); MTV (15); Lifetime (12); The Discovery Channel (12); WTBS (11), and The Learning Channel (10). Networks receiving their first nominations were America's Talking, Cartoon Network,

CNN International, ESPN2, Independent Film Channel, News 12 Long Island, SportsChannel New York and Turner Classic Movies.

A total 371 programs, performances and creative artists have been nominated from a record-breaking 2,245 entries from 66 national and regional cable networks.

The following is a list of nominees in some of the major categories:

Movie or Miniseries

Choices of the Heart: The Margaret Sanger Story—Lifetime Television/Morgan Hill Films

Citizen X—Home Box Office/Citadel Entertainment

Indictment: The McMartin Trial—Home Box Office/Ixtlan Productions

Kingfish: The Story of Huey P. Long—Turner Network Television/Chris Rose Productions

The Burning Season—Home Box Office/Enigma Productions Ltd.

Actor in a Movie or Miniseries

John Goodman as Huey P. Long—*Kingfish: The Story of Huey P. Long*/Turner Network Television

Tommy Lee Jones as Hewey Callo-way—*Good Old Boys*/Turner Network Television

Raul Julia as Tomas Romero—*Down Came a Blackbird*/Showtime

Raul Julia as Chico Mendes—*The Burning Season*/Home Box Office

James Woods as Danny Davis—



'The Larry Sanders Show' got an even dozen nominations.

Indictment: The McMartin Trial/Home Box Office

Actress in a Movie or Miniseries

Laura Dern as Helen McNulty—*Down Came a Blackbird*/Showtime

Linda Hamilton as Rosemary Holmstrom—*A Mother's Prayer*/USA Network

Marlee Matlin as Carrie Buck—*Against Her Will: The Carrie Buck Story*/Lifetime Television

Vanessa Redgrave as Anna Lenke—*Down Came a Blackbird*/Showtime

Mercedes Ruehl as Rubin—*Indictment: The McMartin Trial*/Home Box Office

Comedy Series

Dream On—Home Box Office/Melkis Productions Inc.

Exit 57—Comedy Central/HBO

The Larry Sanders Show—Home Box Office/Brillstein-Grey Entertainment

The State—MTV: Music Television

Comedy Special

HBO Comedy Hour—Kathy & Mo: The Dark Side—Home Box Office/Good Dog Productions and Big Fat Liar Productions

South Bank Show: British Comedy

Special—Bravo Cable Network
South Bank Show: Dawn French and Large Women—Bravo Cable Network
South Bank Show: Lenny Henry-African American Humor—Bravo Cable Network
State of the Union: Undressed—Comedy Central/Tenth Planet Productions

Stand-up Comedy Special or Series

A&E's An Evening at the Improv—A&E Television Networks/Tele-America
Full Frontal Comedy—Showtime/KMW Productions Inc.
HBO Comedy Hour: Rosie O'Donnell—Home Box Office
HBO Comedy Hour: Women of the Night IV—Home Box Office
The Mommies: My Kid Beat Up Your Honor Student—Showtime/Brother Communications

Actor in a Comedy Series

Brian Benben as Martin Tupper—*Dream On*/Home Box Office
 Howie Mandel in various roles—*Howie Mandel's Sunny Skies*/Showtime
 Garry Shandling as Larry Sanders—*The Larry Sanders Show*/Home Box Office
 Jeffrey Tambor as Hank Kingsley—*The Larry Sanders Show*/Home Box Office
 Rip Torn as Arthur ("Arte")—*The Larry Sanders Show*/Home Box Office

Actress in a Comedy Series

Denny Dillon as Toby—*Dream On*/Home Box Office
 Janeane Garofalo as Paula—*The Larry Sanders Show*/Home Box Office
 Jodi Lennon in various roles—*Exit 57*/Comedy Central
 Wendie Malick as Judith—*Dream On*/Home Box Office
 Amy Sedaris in various roles—*Exit 57*/Comedy Central

Directing a Comedy Special

Ken Finkleman—*Married Life*/Comedy Central
 Anthony Morina—*The Clinic*/Comedy Central
 Vince Paterson—*In Search of Dr. Seuss*/Turner Network Television

Dramatic Series

Avonlea—The Disney Channel/Sullivan Entertainment
Tales from the Crypt—Home Box Office/Silver Pictures/Warner Bros.

The Outer Limits—Showtime/Trilogy Entertainment Group
The Showtime 30-Minute Movie—Showtime

Actor in a Dramatic Special or Series

Beau Bridges as Simon Kress—*The Outer Limits: Sandkings*/Showtime
 Larry Drake as Robert—*The Outer Limits: The Message*/Showtime
 John Hurt as The Comte—*Picture Windows: Two Nudes Bathing*/Showtime
 Keifer Sutherland as Matt Cordell—*Fallen Angels: Love and Blood*/Showtime
 Jim True as Jessie—*The Showtime 30-Minute Movie: Two Over Easy*/Showtime

Actress in a Dramatic Special or Series

Jackie Burroughs as Hetty—*Avonlea*/The Disney Channel
 Jennifer Grey as Ginger—*Fallen Angels: A Dime a Dance*/Showtime
 Paula Jai Parker as Tang—*Cosmic Slop: Tang*/Home Box Office
 Isabella Rossellini as Betty—*Tales from the Crypt: You, Murderer!*/Home Box Office
 Helen Shaver as Cathy Kress—*The Outer Limits: Sandkings*/Showtime

Talk Show Series

Ask E. Jean—America's Talking
Charles Grodin—CNBC
Four on the Floor—VH1
Inside the Actors Studio—Bravo Cable Network
Politically Incorrect with Bill Maher—Comedy Central/HBO
 Downtown Productions

Program Interviewer

Larry King—*Larry King Live*/CNN
 Cal Thomas—*Cal Thomas*/CNBC
 Jane Wallace—*Under Scrutiny with Jane Wallace*/FX

Documentary Series

20th Century—A&E Television Networks/CBS News Productions
A Baby's World—The Learning Channel/Wall to Wall Television Ltd.
Biography—A&E Television Networks
Desmond Morris's The Human Animal—The Learning Channel
VH1 to 1—VH1

Sports Play-by-Play Announcer

Marv Albert—*New York Knicks Basketball*/Madison Square Garden Network
 Mike Emrick—*New Jersey Devils*/



'Choices of the Heart: The Margaret Sanger Story'

SportsChannel New York
 Bob Neal—*NBA on TNT*/Turner Network Television
 Mike Patrick—*NCAA Basketball Sunday Night NFL/ESPN*

Sports Commentator/Analyst

Doug Collins—*NBA on TNT*/Turner Network Television
 Peter Gammons—*Baseball Tonight SportsCenter*/ESPN
 Dick Schaap—*The Sports Reporters*/ESPN
 Dick Vitale—*NCAA College Basketball*/ESPN

Children's Special or Series—6 and Younger

Allegra's Window—Nickelodeon/Jumbo Pictures
Dr. Seuss's Daisy-Head Mayzie—Turner Network Television/Hanna-Barbera Cartoons Inc.
Goldilocks and the Three Bears Sing Their Little Bitty Hearts Out—The Disney Channel/Matthews Productions
Happily Ever After: Fairy Tales for Every Child—Home Box Office
Mrs. Piggle-Wiggle—Showtime/Think Entertainment

Children's Special—7 and Older

Are You Afraid of the Dark?: The Tale of Cutler's Treasure—Nickelodeon/Cinar Productions
Eagle Scout: The Story of Henry Nicols—Home Box Office
The Song Spinner—Showtime/Distribution La Fete
The Tin Soldier—Showtime/Crystal Sky Communications

Children's Series—7 and Older

All That—Nickelodeon/Tollin-Robbins Productions

Are You Afraid of the Dark?—Nickelodeon/Cinar Productions
Nick News—Nickelodeon/Lucky Duck Productions
Ocean Girl—The Disney Channel/Jonathan M. Shiff Productions Pty Ltd.
The Adventures of Pete and Pete—Nickelodeon/Gordon Production

Children's Educational or Informational Special or Series

A TNT Special Edition: How the Grinch Stole Christmas—Turner Network Television
Beakman's World—The Learning Channel/Columbia Pictures Television/Columbia TriStar Television

Distribution/Universal Belo Productions
In Search of Dr. Seuss—Turner Network Television/Point Blank Productions
U to U—Nickelodeon

Animated Programing Special or Series

Dr. Katz: Professional Therapist—Comedy Central/HBO Downtown Productions
Duckman—USA Network/Klasky Csupo Inc.
Rocko's Modern Life—Nickelodeon
The Rugrats—Nickelodeon

Newscaster

Terry Anzur—*A-T in Depth*/Ameri-

ca's Talking
 Bobbie Battista—*Prime News*/CNN
 Joie Chen—*CNN Sunday Morning*/CNN
 Leon Harris/Donna Kelley—*CNN Morning News*/CNN
 Bernard Shaw/Judy Woodruff—*Inside Politics*/CNN

Extended News or Public Affairs Coverage

California v. Orenthal James Simpson—Courtroom Television Network
CNN's Coverage of the Haiti Crisis—CNN
CNN's Coverage of the Oklahoma City Bombing—CNN

Closing the minority sub gap

By Jim McConville

Minority households lag significantly behind overall TV households as cable and online service subscribers.

Cable industry experts, part of a panel at the National Association of Minorities in Cable (NAMIC)/Na-

tional Cable Television Association (NCTA) annual conference held in New York last week, say the subscriber gap is partly the result of limited product distribution, with companies tending to serve such markets last.

Such subscriber disparity would shrink if programing and software

aimed at black and Hispanic populations became more readily available, say industry executives.

Kevin Dowdell, vice president of new business development, Home Box Office, and moderator of a NAMIC panel titled "Viability of New Technologies in Urban Markets," says low economic minority areas historically are the last to get new cable or online programing.

Dowdell says black and Hispanic homes have an average cable penetration of 45%-50%, compared with 60% penetration for subscribers overall. Disparity in online service use is more pronounced. Approximately 30.3% of white households own a PC, compared with 13.2% for Hispanic and 11.8% for black households.

Don Dulchinos, senior analyst, Technology Transfer CableLabs, says low minority penetration of online services doesn't come as a surprise. "Current interactive technology available today is PC-based, which minority homes historically lag behind in purchasing."

Panelists say creating cable and online services for minority groups would produce higher subscriber penetration and usage. "If there are products that appeal to a particular group, minorities will have a higher tendency to buy those products," says Nathan Garner, consultant for Scholastic Inc. But minority use of online services, he says, likely will still happen more in school than at home at least until PCs become a minority household staple.

New cable technology also may help increase both cable and online service distribution to minority groups. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Sept. 11-17, 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 Football	TNT	Sun 8:00p	9,113	14.0	9.5
2. O.J. Simpson Trial	CNN	Mon 6:00p	2,884	4.3	3.0
3. O.J. Simpson Trial	CNN	Mon 5:30p	2,715	4.1	2.8
4. O.J. Simpson Trial	CNN	Wed 6:00p	2,634	4.0	2.7
5. O.J. Simpson Trial	CNN	Wed 5:00p	2,590	3.9	2.7
6. O.J. Simpson Trial	CNN	Tue 5:00p	2,575	3.9	2.7
7. O.J. Simpson Trial	CNN	Mon 5:00p	2,561	3.8	2.7
8. O.J. Simpson Trial	CNN	Wed 5:30p	2,532	3.8	2.6
9. O.J. Simpson Trial	CNN	Mon 7:30p	2,516	3.8	2.6
10. NFL Prime Time	ESPN	Sun 7:00p	2,472	3.7	2.6
11. O.J. Simpson Trial	CNN	Mon 7:15p	2,418	3.6	2.5
12. Rugrats	NICK	Sun 10:00a	2,388	3.7	2.5
13. O.J. Simpson Trial	CNN	Mon 7:00p	2,361	3.5	2.5
14. Rugrats	NICK	Thu 6:30p	2,306	3.6	2.4
15. O.J. Simpson Trial	CNN	Mon 4:30p	2,242	3.4	2.3

Following are the top five pay cable programs for the week of Sept. 11-17, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Timecop'	HBO	Sat 8:00p	3,595	15.4	3.7
2. Movie: 'Speed'	HBO	Sat 10:00p	2,849	12.2	3.0
3. Movie: 'True Lies'	HBO	Sun 8:00p	2,615	11.2	2.7
4. Movie: 'Another 48 HRS'	HBO	Fri 9:45p	2,387	10.2	2.5
5. Movie: '48 HRS'	HBO	Fri 8:00p	2,005	8.6	2.1

Comark to develop ATV transmitter with Sarnoff Center /52

Battle lines are drawn over DARS /54

Two sides settle differences, reach consensus on videodisk standard /56

September 25, 1995

Technology



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

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

**Broadcasting
& Cable**

Comark gets grant for ATV transmitter

Company receives \$1 million in federal funds for HDTV joint venture with Sarnoff

By Glen Dickson

Colmar, Pa.-based Comark Communications has been granted \$1 million in federal funds to develop a dedicated high-power ATV transmitter as part of a \$58.1 million, three-year joint venture led by the David Sarnoff Research Center and subsidized by the National Institute of Standards and Technology (NIST).

"In the first year, we should have the product," says Comark President Nat Ostroff. "The three years for the total project involve implementing an entire HDTV system, including studio transport [and] signal processing...basically building a complete HDTV transmission system."

The joint venture, whose participants include Advanced Modular Solutions, IBM, MCI, NBC, Philips Labs, Sun Microsystems and Thomson Consumer Electronics, will receive \$28.4 million from the U.S. Department of Commerce under its Advanced Technology Program (ATP). The ATP funds will be matched by the participants to the tune of \$29.7 million.

Michael Baum, an NIST spokesman, says the ATP program was designed to lend government support to the private sector to support "high-risk, high-pay-off" technologies such as HDTV.

Ostroff applauds the joint venture, calling it the first time the government has "stepped up and recognized

HDTV, per se, and put some serious money on the line to a group of fairly sophisticated companies to develop the necessary hardware."

As part of the venture, Comark also is slated to develop an 8-VSB modulator with innovative linearity processing. Ostroff was tight-lipped about the modulator, saying only that Comark "will be developing a technology for



correcting the nonlinear aspects of a transmission system digitally."

Ostroff says the new dedicated ATV transmitter won't hurt sales of the "dual-use" 120 kw UHF transmitters that Comark and other manufacturers have been promoting as an affordable HDTV upgrade path (BROADCASTING & CABLE, April 17). The dual-use idea: Because of the different power requirements and antenna configurations of UHF and VHF, a UHF station could modify its transmitter, break down the unit into its component subsystems and, using higher-power tubes, begin simulcasting analog and digital signals from the same unit.

"There [are] really two market segments: the guys who need to replace UHF transmitters who want to have some flexibility toward ATV, and the

guys who don't need replacement transmitters who will buy a dedicated ATV product," Ostroff says.

Ostroff thinks that UHF stations needing a new transmitter now would still do well to buy a dual-use UHF transmitter; those that don't should leave their current installation intact and wait for the dedicated model for future simulcasting. He says the new transmitter will be small and inexpensive, mainly due to the lower average power requirements of HDTV.

When it comes to simulcasting, VHF stations don't have the same flexibility as UHFs, which is where their typically larger budgets will come in handy.

"The VHF guys will run VHF for 10 years," says Ostroff. "They'll probably buy a new VHF transmitter that's solid-state and, in addition, a dedicated ATV transmitter for their ATV requirements."

Ironically, both UHF and VHF stations eventually will buy an ATV-specific transmitter. "It will be the same product [the UHF stations buy]," Ostroff says, "and the VHF guys will be welcomed into the fold of the UHF community—much to their chagrin, I suspect."

Comark hopes to submit a paper at next April's National Association of Broadcasters convention to give an initial report on the dedicated ATV transmitter's development. ■

Sarnoff seeks HDTV interoperability

The David Sarnoff Research Center in Princeton, N.J., has been involved with HDTV from the start, and is an obvious choice to lead the new HDTV joint venture (see above). But program manager Dr. Frank Marlowe is quick to point out that this team effort is very different from the work of the Grand Alliance.

"The aim of this program is to drastically reduce the cost of that equipment so that the industry can move forward as rapidly as possible," Marlowe says. "The FCC will standardize a transmission format, but what has not been addressed yet by any of the activities of the Grand Alliance or the FCC is how these programs will be produced at the stations. That's a completely different subject, and until that technology is developed and made cost-effective, there will not be an HDTV

broadcasting business."

The technologies are needed to perform various studio operations based on a new compressed format, including signal splicing, routing, nonlinear editing, production switching, distribution, genlock, format conversion and archiving and retrieval. The final stage of the three-year focused program will be the establishment of a complete working HDTV station in Princeton.

"The experimental station will be a place where the interoperability between the separately developed technologies of the team members are verified," says Marlowe. "We're not doing this to launch a service—the broadcasters will do that. We're doing this to test and identify that the new technologies play together properly." —GD



AlphaStar will uplink to Telstar 402R.

AlphaStar scoops up Spacenet

AlphaStar Digital Television has agreed to purchase the GE Spacenet uplink center in Oxford, Conn. The 14,000-square-foot center is equipped with an uninterruptible power system (UPS), emergency backup power and two 13-meter transmit/receive antennas to handle the signal transmission and network monitoring for AlphaStar. The center will receive all programming material and perform the signal processing required to transmit directly to consumer households via AT&T's Telstar 402R satellite.

"The acquisition means that we will be able to meet our goal of launching America's first MPEG-2 world standard digital direct-to-home service this December," says Murray Klippenstein, AlphaStar president/CEO. —GD

Production and post network in Florida

T-1 lines link strategic alliance

By Glen Dickson

Infotainment producer World-wide Target Demographic Television (WTDT) and leading post house EDEFX are linking together via a high-speed T-1 network as part of a new strategic alliance between the companies.

The agreement, which also includes an exclusive commitment from EDEFX's co-owned company Miami Five Studios for the dedicated use of one of its five sound stages, will further the production of television programming and World Wide Web pages. The T-1 line will be used to transfer video and audio files between EDEFX's Miami and New York facilities and WTDT's Deerfield Beach, Fla., headquarters. "We'll be using the Internet as a tool between the companies," explains WTDT technical director Rod Molina.

WTDT now has the Drums T-1 service from Sprint, used by leading post facilities such as Editel in New York and Rhythm & Hues in Los Angeles. Molina likes Drums's "collaborative environment...you don't have to be an Internet-head to use it." The service, designed for use with SGI workstations, costs WTDT roughly \$3,000 per month.



A T-1 line will link EDEFX Miami's D-1 digital compositing suite with WTDT 45 miles away.

EDEFX has not decided which T-1 service it will use for the link; it is considering Drums as well as other services from GTE, Netcom and MCI.

"Some of our clients are already on Drums, so they're the frontrunner right now," says EDEFX President Patrick Howley. "The way the alliance with WTDT works is, they're moving into a 60- by 90-foot stage and shooting all their programs, which they would normally do in Deerfield Beach, out of here. We'll be doing all of their post-production and graphics here, with the exception of their Betacam editing system in Deerfield Beach, which they'll use for cus-

tom-cut demo tapes and other meat-and-potatoes-type work."

Howley is looking forward to the benefits the T-1 line will bring to the post-production process, for both WTDT and other clients. For WTDT, it immediately will bridge the 45-mile gap between Miami and Deerfield Beach, avoiding the approval hassles of sending demo tapes overnight or having WTDT executives make the trip.

"Once we put a dedicated T-1 line between here and Deerfield, we can put the same software in our SGIs, and instantly be doing Drums or something similar," he says. "What's attractive is the ability to do a teleconference while working on material, have visual contact between client and artist and at the same time look at pictures. If we're working on a graphics opening—boom, we can beam it up and there's no delay for FedEx."

Howley says that the transmission of full-motion, D-1 pictures over a computer network would be ideal, but "that's not going to be here for a while." In the meantime, the quality afforded by the T-1 bandwidth is more than sufficient for teleconferencing and proofing purposes, he says, and possibly even for sending slow-scan 30-second spots. One future use he sees is the long-distance approval of graphics work done in EDEFX Miami's Flame digital compositing suite.

"We could send a lower-quality version of the commercial over the T-1 line, have it received in our New York office, and have someone sit there with a mouse using whiteboard software to draw different things on the picture," he says. "It would allow us to window up and talk to our Flame artist."

The first T-1 application will be the line between Miami and Deerfield. In addition to sending video graphics approvals, EDEFX will use the line to update its Web home page; WTDT and EDEFX are sharing WTDT's Web file server in Deerfield Beach. EDEFX also hopes to do work for VisioNet, WTDT's Internet division that builds Web home pages for clients to promote shows and products.

"It will allow us to do some graphics and send it by T-1 line," says Howley. "VisioNet can then integrate it with Hypertext and the other graphics they do, as well as moving clips. We can also contribute custom sound." ■

Battle lines drawn over DARS

Broadcasters fear digital audio radio service will hurt them, while satellite radio proponents say there's no proof of that

By Chris McConnell

Broadcasters and satellite radio proponents are continuing their battle at the FCC. In comments on the commission's proposal on satellite-delivered digital audio radio service (DARS), proponents of the service insist that the technology will have little if any impact on terrestrial broadcasters. Broadcasters disagree, claiming the service will overwhelm radio stations, particularly those in small markets.

The commission's June 14 proposal invited comments on a series of DARS licensing issues, including whether the spectrum should be opened to new applications, whether the commission should auction DARS spectrum, and how the service will affect terrestrial broadcasters.

The National Association of Broadcasters and other broadcasters focused most of their comments on the question of impact on terrestrial broadcasters. "Even losing only some audience some of the time, a local station without a critical mass of audience and already operating on a modest profit margin may fall quickly into unprofitability,"

the NAB said.

The association submitted studies by Strategic Policy Research, Kagan Media Appraisals Inc. and Miller, Kaplan, Arase & Co. assessing the potential impact of a DARS service. The Kagan study predicted "severe economic hardship" for terrestrial broadcasters, while Strategic Policy Research forecast a reduction in local community services.

Supporting the NAB filing were a number of radio stations. "Some stations, particularly in the smaller markets, will find local radio no longer profitable," said Rick Heilmann, general manager of WKTC(FM) Goldsboro, N.C. "I urge the commission to 'stop the madness' and not authorize satellite radio DAB service," said Dick Williams, president/general manager of WIL-FM-WRTH(AM) St. Louis.

Satellite radio proponents disagreed. "All the evidence to date predicts that DARS will have a minimal impact on the economic well-being of the broadcast industry," said DARS applicant Digital Satellite Broadcasting Corp.

The applicants found support from

the Electronic Industries Association (EIA) in their calls to license a service. "DARS represents a quantum leap forward in the capabilities of radio service," said the group, which pushed for minimum standards on DARS transmission, and frequency coordination with Canada and Mexico.

Also weighing in in favor of the service was C-SPAN, which maintained that satellite DARS providers would be more willing to distribute C-SPAN's long-form public affairs programming than would an advertiser-supported local radio broadcaster.

But the DARS applicants focused more attention on the potential service rules. During a speech to the NAB Radio Show in New Orleans earlier this month, FCC



CD Radio hopes to beam music programming to small dishes mounted on car roofs

Chairman Reed Hundt said he tentatively favors reopening the spectrum to new applicants, auctioning the spectrum and allowing auction winners to use the spectrum for whatever purpose they want.

The four applicants—Primosphere, CD Radio, Digital Satellite Broadcasting Corp. and American Mobile Radio Corp.—countered in a joint filing that the FCC should license the entire 2310-2360 mhz band to the existing applicants.

Assigning some or all of the DARS spectrum to new applicants would be "unlawful, inequitable and poor policy," CD Radio said in its comments. The company maintained that each applicant would need at least 12.5 mhz to provide enough channels to attract niche audiences.

The NAB suggested that the commission instead license the spectrum in 5 mhz blocks. Although the association primarily urged the commission not to authorize a DARS service, it maintained that the FCC "at the very least" should develop service rules that will reduce the impact on broadcasters. The broadcasters pushed for a reopening of the DARS application processing window and suggested that the commission license the service on a subscription-only basis. ■

Scitex acquires Abekas for \$52 million

Remember Scitex? That's the Israeli digital prepress company that made a dramatic entrance into the broadcast market last September with its acquisition of ImMix from Carlton Communications PLC for \$21 million cash.

The company has made more big news one year later by purchasing yet another Carlton company. This time it's Abekas for \$52 million in cash. Scitex President/CEO Arie Rosenfeld says that the acquisition "will allow us to achieve our stated goal of a \$100 million business in digital video."

According to Rosenfeld, Scitex will integrate ImMix and Abekas into the Scitex Digital Video Division and seek to capitalize on their "complementary technologies."

Carlton Managing Director June de Moller says that after the ImMix purchase in 1994, Scitex approached Carlton to buy Abekas. "This is an obvious fit for them, and with Abekas's trading conditions improving, they have offered us an attractive price," says de Moller. "We remain committed to investing in our other product companies, which are led by the highly successful and profitable Quantel and Solid State Logic."

But for how long? Check back next September.

—GD

Defense contractor RDL goes commercial

Will bring dual-use technologies to broadcasting market

By Glen Dickson

Research Development Laboratories (RDL) of Culver City, Calif., a leading aerospace and military contractor for the Department of Defense, NASA and the Department of Energy, has formed a division to bring its military technologies into the commercial marketplace. With the shrinking of the military market, the company is seeking to capitalize on "dual-use" technologies that already have won government contracts.

The new division, RDL Technologies, is backed by a staff of 100 engineers and more than \$200 million from RDL and other partners. According to RDL's president and founder, Dr. Raj Dutt, the company already has entered discussions with a major network regarding its Terabit Fiber Optics Network System, the first technology slated for production.

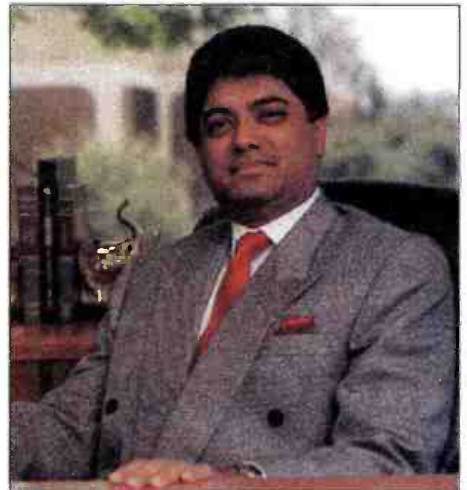
The Terabit Fiber Optics Networks System is a computer imaging/data transmission network that allows unlimited simultaneous transmission of video images over existing fiber-optic lines, according to Dutt. He says the technology originated with an RDL military contract to make surveillance

satellites lighter by replacing the copper wire used for the satellite's harness, its main cable network for satellite control and image acquisition. RDL's solution was a single strand of fiber optic and a new optical source and coding methodology. "Then we thought, 'Why don't we take that same technology and put it in LAN and metropolitan-area networks?'" says Dutt.

According to Dutt, the technology offers 8 terabits of bandwidth, yielding uncompressed, asynchronous, real-time video. Dutt admits that RDL has not figured out how to get the capacity cross-country, but emphasizes that the Terabit Fiber system would offer multimedia users a fully interactive transmission, allowing users to "sit at your PC and talk to eight guys at the same time.

"There's a substantial demand for that in metropolitan areas," he says. "Cities like Los Angeles are putting in fiber links 30 or 40 km long, and you hook up through that. In that link, we have real-time video and interactive multimedia communications."

RDL also hopes to market its Cellular Wide-Band Wireless System, which uses the 28 ghz wide-band carrier fre-



Dr. Raj Dutt is hoping his Research Development Laboratories will find a market with broadcasters.

quency to send video via existing cellular phone service. The company already has designed and developed a transmitter, receiver and control box.

"You can use the cellular sites to send real-time video," says Dutt. "The capacity we've solved it for is 50 channels."

With the proposed cutting of ENG spectrum for broadcasters, Dutt sees his cellular system as an alternative means of high-quality video delivery: "The infrastructure for the cellular telephone system is already there." ■

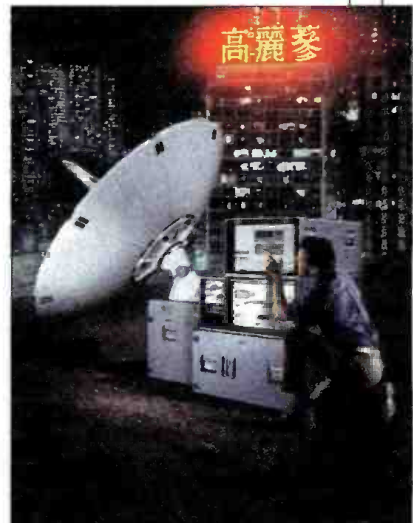
Nethold to launch digital DTH service

International pay-TV group Nethold will launch a digital television package in the Benelux, the Nordic countries, Africa and the Middle East before year's end, and in central Europe in 1996. It has booked 24 transponders on various Astra, Eutelsat and PanAmSat satellites. The package will include local channels, premium pay-TV services, international thematic channels, near-video-on-demand and pay per view plus home shopping and video games.

The Kirch/Nethold digital DTH partnership has ordered 2 million set-top decoders, largely from Nokia in Finland. The set-tops are based on Nethold-owned Irdeto's MPEG-2, DVB-compliant technology. Nethold's technical center for its European digital television operations will be in the Netherlands. Contracts worth \$20 million have been signed with PTT Telecom Netherlands and UK-based compression provider NTL for provision of Nethold's uplink, multiplexing and digital compression infrastructure.

PTT Telecom Netherlands will uplink the package to the Astra satellite system from its new ground station near Hilversum, Holland, using NTL equipment. Local contributions will be received in Hilversum via Intelsat, and the NVOD services will originate from Nethold's play-out facilities in Hoofddorp.

The service will offer 50 channels of NVOD films at launch. Although Nethold would not confirm prices, monthly subscription fees in the Netherlands are expected to be close to current levels of Dfl67-Dfl70 (\$40-\$42), with the decoders costing Dfl900-Dfl950. Nethold expects the service to be profitable by its third year. So far, only Dutch cable operator Cai Westland (50,000 subscribers) has signed to carry the service.—Toby Scott, special correspondent



Nethold will use NTL's MPEG-2/DVB System 3000 to launch its digital TV network. It has ordered 100 encoders and a large number of multiplexers and modulators from NTL.

Sony/Philips, Toshiba agree on DVD format

Units would be for playback, no recording capability in sight

By Glen Dickson

The digital videodisk war between the Sony/Philips faction and the Toshiba camp is finally over. So what does the agreement mean to broadcasters?

For now, not much.

The as-yet-unnamed format will certainly have outstanding capacity to serve Hollywood and the computer industries. It will store a 133-minute digital movie with CD-quality sound—or more than seven times as much computer data as existing CD-ROMs store. Compared with today's audio CDs, the new format is reputed to have 150 times their capacity, making it possible to fit multiple albums on one disk—in other words, “box disks” instead of “box sets.”

But the format will be introduced without the ability to record video off the air, even the digital signals of

direct-to-home satellite. The new digital videodisk players will also be more expensive than VCRs.

“The digital video standards of encryption and copyright protection are still being worked out,” says Sony Electronics President/COO Carl Yankowski. “That’s a work in process right now. We want to find a way of protecting the artists and the content providers while still providing consumers reasonable latitudes of access for their personal use.”

Yankowski says Sony is dealing with the same copyright issue with its DVCR, its consumer digital videocassette format. But he remains optimistic about the future. “When, if, and how we resolve this issue of copyright protection, and I think we will, that will really open up the next generation of electronic distribution and downloading, because you could download 10

movies overnight if they are sufficiently protected.”

Steve Nickerson, vice president of marketing for Toshiba Consumer Products, was a bit more blunt about DVD's recording possibilities: “Recording has nothing to do with SD [Toshiba's former name for its DVD format]. The initial players will have no recording capability at all—off the air, from another machine, from anything. They are playback-only machines.”

Nickerson predicts that the quality of the new DVD format, especially when compared with VHS rental tapes after multiple plays, will be so phenomenal that consumers will buy a DVD player to use alongside their existing VCR: “There will be a time period where people will have both VHS recorders and [DVD] players in their home, using the VCR for timeshifting.” ■

Cutting Edge

By Glen Dickson

BTS and Micropolis Corp., a leading manufacturer of high-capacity disk drives, have

formed a partnership to develop disk-drive storage solutions specifically aimed at the broadcast and professional video industries. “As a result of Micropolis's focus on developing disk drives for the video industry, especially its expertise in developing drives used in video servers for the entertainment industry, the company has great experience with disk drives optimized for audio/video storage and



playback,” says BTS President/CEO Ruttger Keienburg.

Discreet Logic has introduced FIRE, a fully scalable nonlinear, online, full-resolution digital editing solution on an

open platform. FIRE's EditDesk is a picture-based interface that includes timeline and storyboard editing of uncompressed images. A unique SoftEdit feature enables transitions to be modified at any point in an edit. FIRE also offers color correction, keying, digital visual effects and character generation, as well as 64 tracks of audio with real-time level EQ and

cross-fades for simultaneous audio and video editing. The system can be used as a stand-alone editing suite or in a network environment with existing Discreet Logic systems.

ABC is using Canon's new Digi Super 70 lens for its *Monday Night Football* coverage. The Digi Super 70 provides 33% greater magnification than 55x field lenses, and takes advantage of Canon's IFplus technology for long-range telephoto applications. New Crossover technology also makes the lens optionally switchable between 4:3 and 16:9 aspect ratios, avoiding the typical switchable problem of cutting off the ends of the image when going from 16:9 to 4:3 by optically shortening the focal length of the lens. “We wanted a lens that covered the full focal



An ABC camera equipped with Canon's Digi Super 70 lens

range...the widest angle possible with full telephoto," says ABC Director of Technology Ken Michel.

ESPN has ordered two Vistek Vector standards converters for installation at its broadcast center in Bristol, Conn. One Vector-VMC motion-compensated machine will be used as the primary standards converter, while the other, without motion compensation, will be used in a backup role. ESPN will use the converters when receiving transmissions of overseas sports events from all parts of the world, according to Paul Rossi, ESPN's manager of satellite transmission services. Foreign sports events make up approximately 15% of ESPN's programming.

Dynatech Video Group has released version 1.1 of the Antero Character



Character generator with a click from Dynatech

Generator, a fully featured software product for the Silicon Graphics computer platform. Significant feature enhancements of the new version include type on a curve, multilayer compositing and improved color control. Operational improvements now provide the ability to step through font families via the keyboard

and to do multilayer compositing effects with backgrounds through offline recording. Improved color control comprises flipping horizontal and vertical blends, overall transparency and luminance control and slider control for selecting color values. Also new is support of the PAL video format and the reading and writing of TARGA format files to allow exchange of images with Macintosh or PC graphics applications.

IndeNet Inc., Los Angeles, is buying two-thirds of privately held, San Diego-based Channelmatic, a designer, manufacturer, integrator and marketer of digital and analog television automation equipment. IndeNet, which also owns Mediatech, a Chicago advertising

and syndicated TV distribution company, is building a digital broadcast network to serve the broadcast advertising and syndication industries using Channelmatic's open architecture ad insertion system. Its goal is to transform the delivery process from the

labor- and equipment-intensive analog videotape system to a digital, satellite-based system.

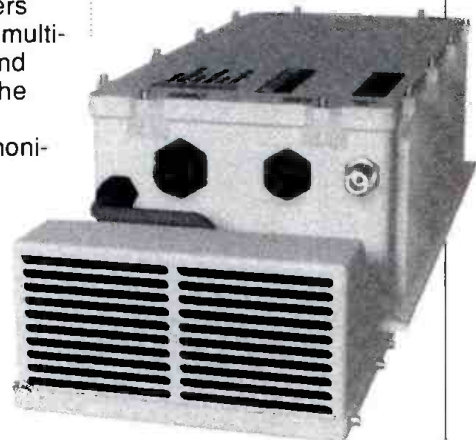
NBC has ordered Wegner Corporation's DVR 95 digital video receivers for its NBC Desktop Video service. The MPEG-1 unit will deliver uninterrupted commercial-free business news for broadcast, cable and business TV venues. NBC Desktop delivers full-motion video or multimedia by satellite and landline directly to the user's desktop PC, workstation or TV monitor.

Hughes Communications Inc. has agreed to provide General Communication Inc. with multiple, dedicated C-band transponders on HCL's new Galaxy IX and Galaxy X satellites. GCI is the first customer to acquire capacity aboard the new birds. Under terms of the agreement, GCI will lease five C-band transponders aboard Galaxy IX at its interim 123 degrees west longitude orbital location. Galaxy IX, a Hughes spin-stabilized HS 376 satellite, will carry 24 20-watt C-band transponders and is planned for launch in April 1996, pending FCC approval.

VLSI Technology has unveiled a new Digital Video Broadcast (DVB)-compliant MPEG-2 Transport Demultiplexer IC for set-top-box applications. The VES2020 is a software-configurable, full-featured device designed to process MPEG-2 digital video

data for either digital satellite or digital cable set-top boxes. A sample of the chip, together with necessary firmware, will be available in October with production quantities available in early 1996.

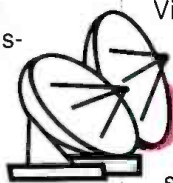
MCL has introduced the new MX-2000 low-power antenna-mount TWT amplifier. Part of the MAXXIM series of amplifiers, the MX-2000 is a self-con-



MCL's new MX-2000 TWT amplifier

tained, weather-resistant unit designed for use in outdoor, antenna-mount satellite communications applications. It is available in several models, including 75 W C-band and 55 W, 80 W and 125 W Ku-band configurations.

Global Access has been awarded a 10-year, \$4.5 million contract by Teleport London International to provide satellite space segment for the broadcast of BBC World Service programming to the Middle East and Africa. Under terms of the agreement, which becomes effective Oct. 1, Global Access will provide 9 mhz of satellite transponder capacity on Intelsat 702 in order to relay programming to the BBC's Asiasat 2 uplink in Cyprus, and for broadcast to the Middle East and Africa.



Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Set-top Boxes

Set-top chaos: Delays persist, standards remain elusive

TCI upset by wait for GI boxes; Scientific-Atlanta banks on analog

By Mark Berniker

When TCI ordered one million-plus digital set-top boxes more than two years ago, it expected to have taken delivery by now. It was wrong.

"Expectations have changed, and the task of making a digital set-top box has proved to be more complicated than we thought," says Jeffrey Hamilton, director of technology and new business development at General Instrument Corp., the vendor. "TCI is very

unhappy that we haven't been able to deploy the product yet.

"The set-top we are making for TCI now is a very different product than the one they originally ordered," says Hamilton. GI has made several adjustments in its manufacturing process and now is scheduled to deliver a series of digital set-tops to TCI and other cable operators by the end of this year, he says.

Not all cable set-top manufacturers, however, are taking the same tack. Scientific-Atlanta is bullish on the future

"Others underestimated the complexity of creating a digital end-to-end system,"
—S-A's Bob Van Orden

of analog and the gradual migration to digital set-top boxes. "Our primary focus is now on advanced analog boxes, because digital is going to take awhile to get going," says Bob Van Orden, S-A's

product line director of subscriber products.

Although everyone from Time Warner to Bell Atlantic was pumping up the prospects for full-service networks a few years ago, constructing and operating these networks has proved to be terribly difficult.

"Others underestimated the complexity of creating a digital end-to-end system," says Van Orden. No one imagined, he says, that the set-top deployed in Orlando, Fla., for Time Warner's Full Service Network would cost several thousand dollars per home.

"The \$300 digital set-top box will not be here in 1996," says Van Orden, adding that it probably will be late 1996 or early 1997 before digital set-tops cost \$400-\$700. "The hybrid analog-digital set-top box will be around for the next several years."

"It's a sea of chaos, and it looks as if there [will] continue to be delays with digital set-top boxes," says Arthur Orduna, head of strategic marketing for new media, Microware Systems Corp. The problem is that "we're shooting at a moving target," he says.

The major complication is the lack of standards. And while everyone involved wants to see standards emerge, that goal has remained elusive. **TMA**

Sprint adds more partners to PCS venture

Sprint has expanded its coverage of the U.S. as it prepares to compete for local and long-distance phone, cable television and wireless communications services.

The Sprint Telecommunications Venture is a partnership of Sprint (40%), TCI (30%), and Comcast Corp. and Cox Communications (15% each). The partners plan to compete vigorously in the local phone business and to package a combination of wireline and wireless communications service with cable television.

The venture has an alliance program with smaller cable operators eager to compete but lacking the capital to take on the local telephone companies. Sprint says Falcon Cable, InterMedia Partners, The Lenfest Group, Marcus Cable, Rifkin and Associates, TKR Cable, Susquehanna Cable and Coastside Cable have all signed on to their venture. The eight operators serve territory that covers 8.8 million homes.

With the inclusion of these operators, the Sprint venture now will cover more than 40% of all U.S. households. The venture has agreed to pay the companies a fee per household and a percentage of local phone revenue. —MB

COMCAST
CORPORATION

COX
ENTERPRISES, INC.



Sprint

TCI

Radio on the Web, part 2

Radio stations around the country have taken to the Internet, offering cybersurfers a look at their disk jockeys, playlists, promotions and local news and information.

Last week, Telemedia Week began publishing the World Wide Web addresses (by city and state) of the more than 200 commercial stations that have posted home pages to attract listeners and advertisers.

Sources for the directory include the stations and several online WWW directories, including MIT's (<http://www.mit.edu:8001/activities/wmbr/otherstations.html>.)

Stations with sites not listed are invited to send their addresses to Telemedia Week's Mark Berniker: M.Berniker@B&C.cahners.com (Internet) or 212-337-7028 (fax).

WQRS(FM) Detroit

<http://www.netaxs.com/people/isphere/wqrs>

WOOD-FM Grand Rapids, Mich.

<http://www.woodradio.com/>

WOAP(AM) Owosso, Mich.

<http://nether.net/~mikel/-am/1080.html>



KTOE(AM)-KDOG(FM) Mankato, Minn.

<http://www.prairie.lakes.com/ktoe-kdog/welcome.html>

KXLP(FM) Mankato, Minn.

<http://proradio.mankato.mn.us/kxlp/kxlp.htm>

KYSM(AM)-KYSM-FM Mankato, Minn.

<http://proradio.mankato.mn.us/kysm-fm/kysm-fm.html>

KFAN(AM) Minneapolis

<http://www.kfan.com/page1.html>



KEEY-FM St. Paul

<http://www.kl02.com/>

WQNN(FM) Artesia, Miss. (Columbus)

<http://www.ebicom.net/Q99/>

KTOZ-FM Springfield, Mo.

<http://www.woodtech.com/channe>

KYLT(AM) Missoula, Mont.

<http://www.montana.com/Z100/kylt.htm>

KZOO-FM Missoula, Mont.

<http://www.montana.com/Z100/z100.htm>

KFOR(AM)-KFRX(FM) Lincoln, Neb.

<http://www.linenet.com/linenet/pages/kfrx.htm>

KEDG(FM) Las Vegas

<http://www.intemmiad.net/kedg/>

KNUU(AM) Paradise, Nev. (Las Vegas)

<http://www.vegas.com/knews/hompgs.html>

WGIR-AM-FM Manchester, N.H.

<http://www.wgir.com/am.html>

WFPG-AM-FM Atlantic City

<http://net2.intserv.com:80/~web/wfpg/wfpg-fm.html>

WKOE(FM) Ocean City, N.J.

<http://net2.intserv.com:80/~web/wfpg/wkoe-fm.html>

KZRR(FM) Albuquerque, N.M.

<http://www.swcp.com/kzrr/>

WBAB-FM Babylon, N.Y.

<http://www.li.net/wbab/>



WRGX(FM) Briarcliff Manor, N.Y.

<http://www.x107.com/>

WGR(AM) Buffalo, N.Y.

<http://www.moran.com/html/wgrhome.html>

WDRE-FM Garden City, N.Y.

<http://www.undernet.com/undernet/wdre/wdre.html>

WCBS(AM) New York

<http://www.newsradio88.com/>

WOR(AM) New York

<http://166.84.190.9/wor.htm>

WPDH(FM) Poughkeepsie, N.Y.

<http://csbh.mhv.net/~wpdh>

WHAM(AM) Rochester, N.Y.

<http://www.eznet.net/wham/>

WVOR-FM Rochester, N.Y.

<http://www.eznet.net/wvor/>

WWWG(AM) Rochester, N.Y.

<http://spinning.com/wwwg/>

WNTQ(FM) Syracuse, N.Y.

<http://www.storm.net/93.q/>

WJNC(AM) Jacksonville, N.C.

<http://www.coastalnet.com/cnmedia/wjnc/wjnc.htm>

WRAL(FM) Raleigh, N.C.

<http://www.wralfm.com/>

WEBN(FM) Cincinnati

<http://www.webn.com/>

WENZ(FM) Cleveland

<http://www.americast.com:80/WENZ/>

WMMS(FM) Cleveland

<http://www.wmms.com/wmms/>

WZJM(FM) Cleveland

<http://199.218.112.204/>

WBZX(FM) Columbus, Ohio

<http://www.wbzx.com/theblitz/>

WVKS(FM) Toledo, Ohio

<http://www.toledolink.com/kissfm/>

WBYS(FM) Van Wert, Ohio

<http://serv1.fwi.com/wbyr>

KATT-FM Oklahoma City

<http://www.ionet.com/~katt>

KMOD-FM Tulsa, Okla.

<http://www.kmod.com/~index.shtm/>



Calendar

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.

Sept. 27-29—Second annual Media Alliances Conference, co-sponsored by Netscape, The Kelsey Group and Editor & Publisher. Hyatt Regency La Jolla, San Diego. Contact: (609) 921-7200.

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. 18—"News on the Net" discussion featuring Frank Barnako, sponsored by Breakers. George Washington University Club, Marvin Center, Washington, D.C. Contact: Nan Siemer, (202) 362-4182.

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—Interactive Entertainment Conference, sponsored by Telecommunications Reports, Information & Interactive Services Report, Multimedia Daily and EDS management Consulting. Sheraton Carlton Hotel, Washington, D.C. Contact: (800) 822-6338.

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

Nov. 16-17—Telco Video Platforms 101 Summit, co-sponsored by the Interactive Television Association and Video Information Provider Consulting. ANA Hotel, Washington. Contact: (202) 408-0008.

Interactive

Marcus Cable to carry Interactive Channel

By Mark Berniker

Cable MSO Marcus Cable Co. has signed a three-year carriage agreement with the Interactive Channel.

Source Media's Interactive Channel is a new service that offers cable subscribers online multimedia news, weather, sports, games, entertainment and shopping, and an electronic programing guide on their television sets.

Dallas-based Marcus will offer the Interactive Channel first on its Denton, Tex., cable system. After it closes its acquisitions of several Sammons cable systems, the MSO will reach nearly 1.2 million subscribers.

Source Media has been testing its Interactive Channel with 200 customers in Denton for more than a year. Source Media says its Interactive Channel is deployable over current cable systems, will offer interactive television services and plans to deliver interactive programing services over online personal comput-

er services and the Internet.

Source Media also is rolling out what it calls "online television services" in Taiwan and is looking at other markets overseas. John Reed, president of the Interactive Channel, describes the system "as an integrated online television browser tool and programing system for cable television." TMM

US West, paper offer entertainment guide

US West Interactive Services has entered into a partnership with the *Orlando Sentinel* to market GOtv, a local entertainment guide accessible through interactive television. The guide contains information about local movie theaters, restaurants and events, for which subscribers of Time Warner's Full Service Network in Orlando, Fla., will be able to order tickets or make reservations. Tribune Interactive Network Services will provide the information and video on the various Orlando entertainment and dining locales.

Interactive, online payment system

Nynex and Chase Manhattan Bank have created an interactive payment system designed for electronic commerce over interactive television and online networks. The partners released a prototype of the software that will reside in back-office systems and allow secure transactions for electronically ordering movies on demand and any type of interactive shopping service. The system will allow users to pay by credit card, debit card, ATM card, checking account or pre-paid tokens or coupons.

IWave to bring music, voice to Internet

Vocaltec Inc. has introduced Internet Wave, or IWave, a voice communications tool that allows radio stations and individuals to send high-quality voice or music over the Internet. Vocaltec is making the software available free. It can be reached at <http://www.vocaltec.com>.

Microware, Apple join for interactive

Microware and Apple will announce a variety of plans at this week's DAVID Developer's Conference in San Jose, Calif. Microware will release DAVID 2.0, the latest version of its multimedia operating system for set-top boxes. Apple will announce that its QuickTime and QuickDraw formats will work with DAVID's 2.0 operating system. The two companies also are expected to announce plans to develop interactive television applications.

Online users like MTV

MTV says that online usage hours for the cable channel's America Online site have doubled since the beginning of the year. MTV Online's area averaged more than 2.4 million visits in August. MTV Online also said that it had more than 50,000 hits to its area on America Online for Michael Jackson's live simulchat conference in August.—MB

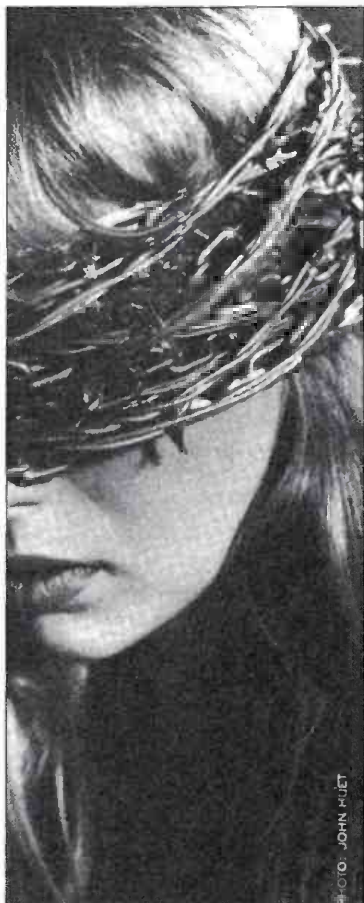



PHOTO: JOHN F. JET

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Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Zimmer Radio Group seeking GSM to take #1 FM station to the next level. Must have great coaching, training and leadership skills and a solid broadcast sales background. Rare opening with the Midwest's fastest growing Radio Group. Major growth planned with deregulation. Great benefits and compensation plan. Apply in confidence to John Zimmer, P.O. Box 1610, Cape Girardeau, Missouri 63702 or fax to 314-875-2439. EOE. M/F.

General Sales Manager. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, has an immediate opening for a General Sales Manager in the nation's 28th market in Riverside-San Bernardino. If you have a proven track record, strong organizational and leadership skills, and the need to win, then consider this tremendous opportunity! We offer a highly compensated, growth position for the right person. Sell us today! Send your qualifications to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE employer. Females and minorities encouraged to apply.

GM - Growth oriented N.E. group seeks GM for new powerhouse FM. Tough market--lots of competition. Right candidate will be career not job oriented with ability to hire, train and motivate. Write to Box 00555 EOE.

General Manager for AM/FM turn-around, upgrade. Base salary plus generous profit sharing. Minimum five years management experience, including latest technology, with interest in block programming, including Christian inspirational. Integrity, vision, initiative essential. Send resume and philosophy of management to Woolstone Corporation, P.O. Box 1087, Angier, NC 27501.

General Manager: to run small market regional combo in Eastern Montana. Send resume: 1218 Pioneer Building, St. Paul, Minnesota 55101. EOE.

HELP WANTED SALES

Att: Vendor/co-op/new business development directors. Connoisseur Communications is looking for a super-achiever for one of its medium-sized Mid-Western markets. Prior experience is required. Please mail resumes to: Connoisseur Communications Corp., 136 Main Street, Westport, CT 06880, or fax to: 203-227-2373.

HELP WANTED TECHNICAL

FM Broadcast Engineer. Position requires excellent ethics and character, previous and current employment in rated markets, knowledge and experience in contemporary theory and practice. Resume to: Chris Hicks, 900 East Washington Street, Suite 315, Colton, California 92324. No calls. EOE/EEO.

Chief Engineer. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, is looking for a great Chief Engineer in the nation's 28th market. Riverside/San Bernardino. Five years broadcast engineering experience preferred. Send resume with cover letter to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE Employer. Females and minorities encouraged to apply.

HELP WANTED NEWS

SportsTALK Hosts Sports Reporters & Anchors



Cleveland's powerhouse 50,000 watt ALL SPORTS station is growing! If you're interested in joining the flagship station for the best team in baseball, the Indians, and the flagship for the Super Bowl picked Browns, send your tape and resume to Debbie Williams, Human Resources, 9446 Broadview Rd, Cleveland, Ohio 44147.

You'll love Cleveland, the home of Rock & Roll and the *hottest* sports town in America!

No beginners. No telephone calls.
An Equal Opportunity Employer, M/F

Entry Level News Personality. Aggressive self-starter, live country FM near Phoenix. Females encouraged. 1-800-360-1842. 6PM to 9PM L.A. time only.

Radio News Position. Become part of the award-winning news team in a Top 50 market, preferably familiar with Northeast. Looking for a morning drive Anchor/Reporter with a minimum of 3 years experience. Females and minorities encouraged to apply. EOE. Send T/R to Box 00550 EOE.

HELP WANTED PROGRAMMING

Program Director. If you know good radio when you hear it and can fix what doesn't sound right, then you are the person we are looking for. Major sports station looking for the PD who knows how to evaluate and talk to talent. Send your resume and rating history to, Isabella Company, Personnel Department, 8 West Lodges Lane, Bala Cynwyd, PA 19004. An Equal Opportunity Employer. M/F.

SITUATIONS WANTED MANAGEMENT

GM/GSM available immediately due to LMA. Small, medium and large market experience. Will relocate for the right opportunity. (312) 927-2957.

SITUATIONS WANTED NEWS

Thoroughly experienced radio-TV News Anchor and News Manager, prefer midwest or west. Please Reply to Box 00556.

TELEVISION

HELP WANTED MANAGEMENT

REGIONAL MANAGER - SALES AND MARKETING

Broadcast Music Inc., America's top source for musical performing rights for radio, television and cable is looking for a key individual to join our Media Licensing team based on the West Coast.

This position is for a motivated team player with a proven track record and history of success who can:

- Call on Radio and Television stations and Groups
- Manage Accounts and the Western territory
- Provide top notch station relations services
- Develop and Implement promotions for clients

We are looking for:

- 3 - 5 years Media Experience calling on Radio and/or TV
- Good relationship builder
- Ability to manage a 10 state territory
- Excellent communication and presentation skills

Please mail or fax resume and salary range to:

BMI Suite A-1
331 West 57th Street
New York, NY 10019
or FAX to 212-956-2059

No Phone Calls Please - EOE

National Sales Manager. South Florida ABC affiliate is looking for an individual who is motivated, self starter, with three years national experience or comparable television experience with major agencies. Candidate must be a strong leader and must have the ability to develop non traditional dollars. Please send resume to WWSB-TV, P.O. Box 21239, Sarasota, FL 34276. Attn: General Sales Manager. No phone calls please. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____, 245 West 17th St., New York, New York 10011

WSB-TV LOOKING FOR ART DIRECTOR!

#1 rated and historically renowned WSB-TV, (Atlanta, ABC affiliate, mkt. #10) is looking for an Art Director. Someone to become a part of our creative team and to lead creative people. Must have strong design, illustration, marketing, and management skills. Prefer at least 5 years television or cable design experience. Send us a tape that knocks our socks off...SOON!

SEND TAPES TO:
KYLE JONES
CREATIVE SERVICES
1601 W. PEACHTREE ST., N.E.
ATLANTA, GEORGIA 30309



Local Sales Manager - WMAR-TV has an opportunity for an experienced sales person or manager who has excellent supervisory, organizational and communication skills. Apply for this position if you have what it takes to motivate, train and lead our local sales group. Successful candidate must be results oriented and have a proven record of success in developing and growing sales revenue and maintaining client relationships. Strong interpersonal skills are required. Must be able to work in a computerized environment. College degree preferred. Send resume to: Personnel, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

WFTV, Orlando, FL (ABC) News leader in 22nd market. We are owned by Cox Broadcasting, one of the premiere companies in the industry. Seeking individual who wants to share in excitement of working in a high profile growth market. National experience preferred. Previous NSM promoted to GSM of newly purchased Cox property. Resume to: Louis Supowitz, P.O. Box 999, Orlando, FL 32802-0999. EOE.

Station Manager: Once-in-a-lifetime opportunity, dedicated-Christian to manage first independent television station in Mongolia; Managerial experience; production or programming helpful. Resume, references to AMONG Foundation, 3100 West 12th Street, Suite 100, Sioux Falls, SD 57104; 605-330-2745.

General Manager: New Catholic cable/satellite TV station in New Orleans seeks General Manager. Must have experience in all facets of management, especially programming and promotion. References required. Send salary requirements and resume in confidence to: Personnel Director, WLAE-TV, 2929 South Carrollton Avenue, New Orleans, LA 70118.

The University of New Mexico KNME-TV. Assistant General Manager and Director of Marketing and Development. KNME-TV is an award-winning PTV station in Albuquerque, New Mexico. The station is located in the center of the Southwest and is committed to reflecting the unique cultural and historical aspects of the region. Affiliated with a major university and one of the country's largest school systems, the station is a community oriented station which cultivates strong community relationships and financial support in an economically strong metropolitan area. Summary: The Assistant General Manager and Director of Marketing and Development serves as Acting General Manager as assigned by the General Manager. This position is further responsible for organizing, directing and executing activities related to all marketing and fund-raising efforts of KNME-TV. Participates as a senior manager in the development and implementation of station goals, plans and activities. May represent the station in contacts with the community, university, national organizations and/or governmental agencies. Supervises assigned professional and support personnel in this area of activity. Minimum requirements: Master's degree in business, marketing, communications or related field; at least eight years experience in marketing and development activities, at least five of which are in progressively responsible management positions. Equivalent combination of experience will be considered in lieu of degree requirements beyond the Bachelor's degree on a one year for one year basis. Desired qualifications: Experience administering and supervising a staff and budget in a comparably sized professional broadcast facility. Demonstrable record of successful marketing/development skills. Knowledge and experience in public television. Ability to communicate effectively verbally and in writing. Excellent informal and formal communication and human relations skills preferred. Ability to relate well with the general public, corporate, community and legislative leaders in a multicultural environment. Strong strategic planning ability. Salary competitive and commensurate with qualifications. To apply: applications must be received by 5:00 pm on Monday, October 16, 1995 and must include: 1) resume listing employment dates by month/year; 2) a letter of interest that addresses the applicant's experience and qualifications, particularly relating to the minimum requirements and desired qualifications mentioned above; 3) names, addresses and telephone numbers of at least three professional references. Send all materials to: Dr. William J. Bramble, Chair, KNME-TV, Assistant General Manager/Director of Marketing and Development Search Committee, The University of New Mexico, KNME-TV, 1130 University Boulevard, NE, Albuquerque, NM 87102. Please include job requisition #955570*A in all correspondence. The University of New Mexico is an Affirmative Action/Equal Opportunity Employer and Educator.

Development Manager. KLVX-TV Channel 10 has an opening for a Development Manager. Principal duties include preparation and implementation of a comprehensive program to secure individual, corporate, foundation, association, and governmental grants. A bachelor's degree from an accredited college or university with a major in marketing, television, communications or telecommunications is required. Five years experience in fund raising is also required. Resume deadline is October 9, 1995 and should be addressed to Tom Axtell, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or faxed to 702-799-5586. Clark County School District/KLVX-TV Channel 10 is an Equal Opportunity Employer.

Director of Pay Per View. United States Satellite Broadcasting, USSB, is looking for a person who will be responsible for the business plan for PPV, marketing and operational support of all PPV events. Must have 7-10 years experience in programming marketing, preferably in PPV, home shopping or direct response. Must have the ability to motivate and manage staff, colleagues and vendors. Submit resumes to: Amy J. Stedman, USSB Job #144-95, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Medium market network affiliate looking for a Promotion Manager who is creative, marketing savvy, and administratively buttoned down. This is an opportunity to grow with a major organization if you've got the right stuff. Reply to Box 00545 EOE.

HELP WANTED SALES

UPN 33 WBFS-TV, Miami-Fort Lauderdale has an opening for a Local Account Executive with a minimum of three (3) years experience in Broadcast Sales. Candidate must have excellent communication skills, a proven track record with agency business and a strong desire to win. Knowledge of qualitative research a must. Send resumes to: Local Sales Manager, WBFS-TV, 16550 N.W. 52 Avenue, Miami, FL 33104.

National Sales Manager: WHOI-TV, Peoria, Illinois offers excellent growth opportunity for an aggressive achiever. Applicants should have national experience or proven local/regional track record. Computer literacy important. Please send resume with references to Sheryl Jonsson, President/General Manager, WHOI-TV, 500 North Stewart Street, Creve Couer, IL 61610. EOE. Position closes September 30, 1995.

New World Television is seeking two Commercial Operations Managers. Must have a minimum of 5 years experience on the Columbine/JDS BIAS Traffic System. At least two years as Assistant Traffic Manager or Traffic Manager. DEC VAX system management experience helpful. Familiarity with pacsings, base rate, SMS a plus. Must have excellent verbal and written communication skills. Must be detail oriented, with good organizational skills. Ability to relocate a must. Please send resume to: Michael Draman, New World Television, 3200 Windy Hill Road, Suite 1100-W, Atlanta, GA 30339. No phone calls please. New World Television is an Equal Opportunity Employer.

Waterman Broadcasting has an opening in the Sales Department for a local Account Executive. This person will represent WBBH Television station to advertisers and advertising agencies in the Lee county area, for the purpose of advertising air time sales. The candidate is expected to have a college education and outside sales experience. The successful candidate will spend 100% of his/her time in assisting his/her clients in the most effective use of television advertising, prospecting for new business and servicing existing accounts. Good organization and communication skills are a must. This is a commissioned sales position. Waterman Broadcasting is an Equal Opportunity Employer. Please send resumes to: Diane Gower, Director of Sales, WB-BH/WEVU TV, 3719 Central Avenue, Fort Myers, FL 33901.

Traffic Manager. NBC affiliate in Springfield, Illinois seeks a Traffic Manager for our two station operation in a double metro/hyphenated market. We are a relatively new Columbine station with the latest software release and an AS400, on which the system is running. The person we hire should ideally have management experience, as well as experience with order entry, commercial copy, log editing and programming input. Candidate will oversee individuals at both stations and will work with National and General Sales Managers. Send resume and salary requirements to Mark Friesch, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. We are a division of Guy Gannett Communications and an Equal Opportunity Employer.

Account Executive. We are expanding our staff. We will have an opening for an entry level Sales and Marketing Executive. We are looking for an aggressive, self-motivated and imaginative sales person who wants to learn television sales and marketing and grow. Successful candidate must be able to work within a team framework with a strong desire to win. Previous sales experience preferred. Please send resume to: Howard Zeiden KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE M/F.

Independent station in fifth (5th) market is in need of a Local Account Executive to develop new business and service existing accounts. Send resume to: KICU, Inc., P.O. Box 36, San Jose, CA 95103-0036 by closing date of 9/29/95.

Regional Account Executive. KFMB-TV is seeking an experienced Sales and Marketing Executive to handle a regional list. Minimum 5 years television sales experience preferred (Rep and Local). Knowledge of computer based research tools a plus. Successful candidate will be an over achiever, team player and have a strong desire to win. Please send resume to: Howard Zeiden, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE. M/F.

National Sales Manager. We're looking for the best! WZDX-TV, Huntsville's hot FOX affiliate is seeking an experienced National Sales Manager. If you are goal oriented, understand how to motivate reps to sell and buyers to buy, and want to grow, we may have the challenge you're looking for. Must have thorough understanding of ratings, strong presentation skills, and proven track record. Computer skills and Columbine knowledge a plus. Send resume and cover letter to: Rolfe Grover, General Sales Manager, WZDX-TV, 1309 North Memorial Parkway, Huntsville, Alabama 35801. EOE.

HELP WANTED TECHNICAL

TV Technician. Washington DC area. Must have experience with UHF transmission systems as well as studio equipment. Transmission plant will be completely rebuilt in 1996. This job requires a self-starter who works well without close supervision. FCC general class license or SBE certification required. Competitive salary and fringe benefits. Minorities/women encouraged to apply. Excellent opportunity for growth within a major broadcasting company. Equal Opportunity Employer. Send resume and salary requirements to: Attn: Jim Somich, MicroCon Systems Engineering, 1208 Stony Run Trail, Broadview Hts., OH 44147.

TECHNICAL COORDINATOR

Rank Video Services America, the leader in home video duplication, is seeking a Coordinator with 4 to 5 years experience in supervising the day-to-day activities of the technical team which performs maintenance on all electronic equipment in the head-end, production and quality control areas of a multi-process manufacturing plant. BSEE and technical video broadcast experience is required. Salary range is 35-50k - depending on experience. Benefits include health plans, paid vacation, paid holidays, and a 401k plan. Please send resumes to:

Rank Video Services America
9201 Faulkner Lake Road
North Little Rock, AR 72117
Attn: Human Resources EOE

Chief Engineer. WFXR/WJPR, one of America's fastest-growing television stations has opening for Chief Engineer. Successful candidate will have experience in people and department administration, as well as repair and maintenance of equipment. Must have prior, hands-on knowledge of 3/4" tape machines and other studio equipment along with UHF transmitters. This is an outstanding opportunity to work for a superb mid-sized broadcast group in one of the most beautiful areas of the country. Resume to: Stan Marinoff, VP/GM, WJPR/WFXR-TV, 2618 Colonial Avenue, Roanoke, VA 24015. EOE.

Maintenance Engineers: Miami-based television group seeks one highly qualified technician for its Florida facility. Candidate must be experienced in the maintenance of studio switchers, routers and Betacam videotape machines. Knowledge of satellite transmitters, receivers and equipment helpful. Supervisory experience desirable. Salaries highly competitive. Reply to Box 00554 EOE.

Maintenance Engineer: Paramount owned station in Miami, Florida seeks self motivated, Engineer to assist Chief Engineer. Must have minimum three years hands on experience with installation and maintenance of studio equipment. High power transmitter experience a plus. No phone calls. Resumes only to, Chief Engineer, WBFS TV, P.O. Box 4633, Miami, FL 33014. EOE.

Satellite Technician. PBS station in Philadelphia seeks experienced mobile satellite operator to provide primary, hands-on field supervision and operating support for uplink trucks. Requires valid commercial driver's license. Must be familiar with technology, have outgoing personality and the ability to travel. Full-time position; excellent benefits. Send resume with salary requirements to: HR Department, WHYY-TV, 150 North 6th Street, Philadelphia, PA 19106. EOE. M/F.

Broadcast Engineer: WTXL-TV has an opening for an Assistant Chief Engineer. We are looking for a highly motivated individual with extensive broadcasting and electronics background. Extensive component level troubleshooting skills required as well as the ability to be on call. Send resume to Brad Strommen, C.E., 8927 Thomasville Road, Tallahassee, Florida 32312. No calls please. EOE.

Master Control Operator. Full time, experience required. Must be able to maintain transmitter logs, record satellite feeds, time delay broadcast, and prepare logs for commercial and promotional dub runs, air programming and spot inventory for 2 stations, using automated Panasonic master control computer. Resumes and applications to: KMSB TV/KTTU TV, Attention: Production Manager, 1855 North 6th Avenue, Tucson, AZ 85705. EEO.

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.

Switcher/Director. Successful applicants must be capable of switching dual anchor newscasts with multiple live shots. Applicants should be familiar with Ampex 335 switcher, ADO 1000 and Chyron Max. Ability to handle usual stress and pressure related to directing newscasts as well as the ability to earn respect through your actions. Applicants must also possess strong supervisory skills. Send resume to Pat Peters, WAND-TV, 904 South Side Drive, Decatur, IL 62525. EOE.

Master Control Operator: Paramount owned station in Miami, Florida seeks experienced Master Control Operator. Must have hands on experience switching live Master Control and VTR operations. Betacart knowledge a plus. No phone calls. Resumes only to Chief Engineer, WBFS TV, PO Box 4633, Miami, FL 33014. EOE.

Transmitter Maintenance Engineer: WPBF-TV, the ABC affiliate in West Palm Beach, Florida needs a Transmitter Maintenance Engineer to maintain 2 television transmitters. UHF transmitter experience required. All qualified applicants should apply to: Cliff Thomas, Director of Technical Operations, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. Paxson Communications of West Palm Beach is an Equal Opportunity Employer.

TV/News Maintenance Technician. WPHL-TV has an immediate opening for a Television and News Maintenance Technician. Applicants must have a minimum of 2 years TV station experience. A background including Beta VTR, camera repair and routine maintenance experience is also required. FCC license or SBE certification will be considered a plus. The successful applicant must be self motivated and be able to work with the news department to insure the technical quality of the news broadcast. Please send resumes to: David E. Smith, Engineering Manager, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE. No phone calls please.

RF Maintenance Engineer. Oklahoma PBS affiliate has an opening for a Network Maintenance Engineer. Component level trouble shooting skills required. Ideal candidate will have UHF and VHF translator and transmitter, and a good working knowledge of microwave systems. In state travel required. Comprehensive benefit package. Please send resume with salary history to Personnel, OETA, P.O. Box 14190, Oklahoma City, Oklahoma 73113. EEO.

HELP WANTED MARKETING

Marketing Representative. WETA TV/FM has a challenging opportunity for two national Corporate Marketing Representatives. This position is responsible for marketing national public television productions to corporations and developing and cultivating underwriter relationships for this major public television station. Responsibilities will include identifying corporate prospects, soliciting new business, making sales presentations and servicing and maintaining long term corporate relationships for WETA. The successful candidate will possess a related college degree (or equivalent experience) plus 3-5 years sales/marketing experience proven track record; and excellent oral, written, organizational and interpersonal skills. Salary at approximately \$35K plus commission. If qualified, send resume to WETA, Attn: Human Resources/MR, 3700 South Four Mile Run Drive, Arlington, VA 22206-2304. EOE/DFM/F/V.

HELP WANTED NEWS

EXECUTIVE PRODUCER

5 years experience leading a newscast or implementing vision of News Director. Work with reporters to differentiate stories, with producers to make daily stories come alive, with technical crew as liaison to implement excellence.

PRODUCER

2 years experience of beating your competition with writing and formatting.

REPORTERS (2)

Great writers, solid live experience, proven track record of breaking news stories, working as a team with co-workers essential.

Send resume, references, tape and news philosophy to:

TED CANOVA
NEWS DIRECTOR
WCCO-TV
90 SOUTH 11TH STREET
MINNEAPOLIS, MN 55403

News Photographer: Your eye doesn't miss the shot. Dakota's own KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Photographer/Editor. M-II format is what we use. Send a non-returnable tape to Lonnie Nichols, Chief Photographer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. No Beta. EOE. No phone calls please.

News Director. We are looking for a dynamic leader for KIFI Idaho 8 News, Eastern Idaho's #1 news station. This is a great opportunity for a creative, "outside the box" producer who wants to break into management. Send your resume, list of references, salary requirements and news philosophy to: Jennifer Gibbons, Director of Talent Recruitment, The Broadcast Image Group, P.O. Box 6105, San Antonio, TX 78209.

LINE PRODUCER AND COPY EDITOR

CNBC has two exciting opportunities for a line producer and a copy editor to showcase their talents in our state-of-the-art, Fort Lee, NJ facility.

PRODUCER- We seek an accomplished professional with the talent to produce our live, hour long business news programs. You'll use your creative production ability to write clear and concise business and market newscopy on deadline and determine content flow and presentation. In addition to your creativity, you must have TV line producing experience; business or market news experience preferred. Write Dept. LP-TT

COPY EDITOR- If you have the talent, we have an extraordinary opportunity to join the high-energy team at CNBC. To qualify, you must be an experienced broadcast news copy editor. You must also be an accomplished news writer with the ability to teach news writing, as well as skillfully perform copy editing duties on deadline. Your knowledge of financial markets is an asset. Write Dept. CE-TT



FIRST IN BUSINESS • FIRST IN TALK

If you'd like to be part of our fast-paced, team-oriented environment, please fax/forward resumes including salary requirements, indicating position of interest and department code to: **Personnel Manager, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024, Fax: (201) 585-6275.** An Equal Opportunity Employer M/F

Photographer - Replacement. KRQE-TV, CBS affiliate in Albuquerque, New Mexico is currently accepting applications for a news photographer to produce segments for regularly scheduled news broadcasts. Prefer that candidates have a college degree, but should definitely be expert in all areas of news production, lighting, sound, beta cam operation, microwave transmission and editing. You should have 2 years commercial television, news department, experience. Computer knowledge is helpful and nonlinear editing is a plus. You should be able to lift and carry up to 25 pounds of equipment most of the workday. Must be able to endure unpredictable, long hours at times, be able to work in remote areas and travel by auto, plane or helicopter. Must have clean driving record. Interested candidates should send resume and tape to: Tauna Lange, KRQE TV, News Director, 13 Broadcast Plaza SW, Albuquerque, NM 87104. (505) 243-2285. KRQE TV is an Equal Opportunity Employer.

WHOI-TV, an ABC affiliate in Peoria, Illinois has two Photographer openings. These positions require at least one year experience in news photography. Must know how to shoot with betacam equipment. Also must have experience working with 3/4 and beta editing systems. You must know how to visually tell any story. You must have a creative eye, a great work ethic and good attitude. If you want to have fun and work hard...send your tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, Illinois 61610. EOE. Positions close October 2, 1995.

Anchor. NW ABC affiliate looking for Anchor to join outstanding weekday team. 2 years experience anchoring required. Bachelor's Degree, dynamic delivery, good communications skills and works well with people. Please send tape, resume, references and salary requirements ASAP to: EEO Coordinator, KXLY TV/AM/FM/EXTRA!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an Equal Opportunity Employer.

Chief Weathercaster. NBC affiliate in Traverse City, Michigan has an immediate opening for a Chief Weathercaster. Meteorologist is preferred but not required for the position. Person handles the evening newscasts as well as hourly updates. Very challenging weather climate including lake effect, snow and severe weather. Located in popular resort area surrounded by three Great Lakes. Looking for someone who not only knows weather, but also wants to become part of the community. Please send resume, references, and non-returnable VHS or 3/4-inch tape to Mike Conway, News Director, WPBN/WTOM-TV, 8518 M-72 West, Traverse City, MI 49684. EOE. No phone calls, please.

Detroit's #1 affiliate is seeking a News Technical Manager to supervise technical operations of all Newsroom operations, news programs, satellite feeds, ENG, SNG and maintenance of all related equipment. Must participate in establishing technical facility and crew requirements, recommending various technological and operating methods to production units. Liaison between News and Engineering Departments. Must have Associate Degree or equivalent experience in Engineering or Communications, significant TV technical operations experience and 3 to 5 years of management background. Strong interpersonal skills required. Send resume to WDIV TV, Personnel Department, 550 West Lafayette, Detroit, MI 48231. Equal Opportunity Employer.

News Anchor: Solid communicator with personable style needed to Co-Anchor weekday 6-7AM newscast in the 54th market. Our team-oriented approach gives you newscast input and opportunities to report. Sample reel (non-returnable VHS) should include anchoring, reporting and live work. Send resume and tape to Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. WTVR-TV is an Equal Opportunity Employer.

KCAL9 NEWS SWEEPS JOURNALISM AWARDS

KCAL9 News has a track record of award-winning Special Projects productions and is known regionally and nationally for our top-quality news features, series and documentaries. We seek highly creative segment producers who can deliver the highest quality visual product.

Both of our Producer positions require a college degree and 4 years segment production experience with a proven track record of award-winning long-form features and series. You must be able to function as an off-camera reporter, enterprising your projects from story concept through full production. Outstanding story development, research, interviewing, writing and cutting-edge production skills are essential. Documentary production experience is a plus.

SEGMENT PRODUCER

You will produce long-form serious and light features, high profile news series, documentaries and news specials. Some of these are stand-alone projects voiced over by anchors while others are team projects produced with reporters. Requires in-depth knowledge of high concept on-line and off-line editing and graphics. Must be able to work creatively with videographers to develop a first-rate visual product in the field.

INVESTIGATIVE PRODUCER

You will produce both quick-turn investigative stories and long-term, long form investigative series, some in tandem with reporters and others on your own. Excellent research, source development, and surveillance skills essential, as are experience with hidden cameras and sting operations. Requires outstanding full-production skills. Computer-assisted research and knowledge of the Los Angeles area a plus.

We offer a salary commensurate with experience and outstanding benefits. Please send your resume and tape to: **Human Resources, KCAL TV, 5515 Melrose Ave., Los Angeles, CA 90038. NO PHONE CALLS WILL BE ACCEPTED. EOE.**



Part of the Magic of
The Walt Disney Studios®

Co-Ancor/Reporter. West Texas, CBS affiliate, seeks a Co-Ancor/Reporter for the 10:00 P.M. newscast. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Morning Co-Ancor/Reporter. West Texas, CBS affiliate, seeks a Morning Co-Ancor/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Meteorologist. If you want to settle down with a winner, we're a dominant #1 award winning network affiliate that believes a strong weather team is essential for our success. We want an effective communicator who can accurately forecast for an area surrounded by water. If you love the beach, sailing, swimming and tracking hurricanes send us your tape ASAP. On-air experience, knowledge of WSI 9000 and AMS seal make you the front-runner. Tape and resume to Marilyn Buerkle, WBOC TV, P.O. Box 2057, Salisbury, MD 21802. EOE.

Managing Editor. Number two position in an aggressive, fast paced and dynamic newsroom. A top twenty network affiliate is seeking an innovative experienced news professional to manage the daily news product. Must have solid news judgement, a "can do" attitude and solid people skills. Applicant must have at least three years of management experience as a number two or three person in a newsroom. Women and minorities are encouraged to apply. EOE. Send resume to Box 00557.

Las Vegas just keeps growing, and so does KLAS. We're adding staff, so if you want to work in a great news town, at a great station, here's your chance. We have these openings: Assignment Editor, Photojournalist, Weekend Co-Ancor, Reporter, Producer. Send tape and resume to Emily Nielson, News Director, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Weekday Anchor: Midwest ABC affiliate looking for 6 p.m. - 10 p.m. Anchor/Reporter to complement male co-anchor. Position also includes reporting on a daily basis. Must be able to shoot, write and edit. Computerized newsroom and live truck. Great opportunity for morning/weekend anchors looking to advance. Send tape and resume to: News Director, KQTV, P.O. Box 6247, St. Joseph, MO 64506.

News Producer!! You don't stack it, you create it. Dakota's own KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Producer. Fast-paced, upbeat, compelling teases and copy that cares. If you can do it, send a non-returnable 3/4 or VHS tape to Todd Epp, Executive Producer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. And hurry!!! EOE. No phone calls please.

Weekend Sports Anchor/Reporter needed at small market station in the southwest. Must be willing and able to shoot own video. Must have extensive knowledge of all sports. Equal Opportunity Employer. Reply to Box 00551.

Producer: Newscast Producer. Degree and news writing/producing or associate producing experience required. No phone calls. Send resume to: PD1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

News Producer. Top rated, small market, CBS affiliate, seeking a highly motivated individual with 1-3 years experience to produce the weekday 6 and 10 PM newscasts. Successful candidate must be creative, accurate, a self-starter, and have excellent writing skills. Experience with computerized newsroom helpful. Qualified candidates please forward non-returnable tape, resume and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

News Producer. NW ABC affiliate looking for full-time News Producer to join outstanding team. Minimum 2 years experience, bachelors degree, proficiency in broadcast news writing, and a team player. Please send non-returnable tape, resume, writing samples, and salary requirements to EEO Coordinator, KXLY-TV/AM/FM/EXTRA!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an EOE.

News Photographer/Editor. WSAW-TV in North Central Wisconsin has an immediate opening for a full time News Photographer/Editor. Live shots required. This is a great opportunity to grow with the ratings leader. Send tapes and resumes to: Glen Moberg, WSAW-TV, P.O. Box 8088, Wausau, WI 54402. No phone calls please. EOE.

News Producer - Top thirty midwest station looking for a morning News Producer. Must be self-starter and able to work with minimum supervision. Salary in the mid '30's. At least one year experience producing local newscasts. Reply to Box 00559 EOE.

Photographers: WDAF-TV is currently reviewing tapes and resumes for a planned expansion of our photography staff in 1996. We are an award winning FOX affiliate, doing more than 7 hours of news every weekday. Our shooters are NPPA-oriented photojournalists who cover news, sports, long form pieces, and pic-essays. Applicants should have 3 years of news experience with a record of creativity and responsibility. Please send tapes, resumes, and references to: Mike Lewis, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls please. EOE.

News Technical Director: Experience preferred. Weekend evenings and weekday mornings. Equipment used: Grass Valley Series 300 Switcher, Harris Still Store, ADO 2000, Inifinit CG, Newstar System. Salary negotiable. No phone calls. Send resume to: TD2-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

News Reporter/Anchor - WNWO-TV is seeking an aggressive, experienced television Reporter/Anchor with good writing and editing skills. Five years of reporting and anchoring experience and degree preferred. Send resume and non-returnable tape to: News Director, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: October 4, 1995. WNWO-TV is an Equal Opportunity Employer.

Tape Editor: Expanding FOX affiliate newsroom has an opening for a Tape Editor to work on the early morning block of newscasts. Applicants should have college degree with a year of experience. Send tape and resume to: Mike Lewis, Assn. Mgr., WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

Sports Director. Top rated small market station looking for new Sports Director to be a part of our team. If you have at least two years experience and can show us a tape of a high energy, fast paced, non traditional sportscast, please apply! Be prepared to cover local sports including a major university in a major conference. Send resume, tape, references, and salary requirements to Box 00552 EOE.

Reporter: You can tell a story that reaches the mind through the heart. Dakota's own KSFY-Television, the Ellis Communications ABC affiliate in Sioux Falls, South Dakota is looking for a Reporter. Apply only if you can work hard, fast and well, and you want to grow in your career. Send a non-returnable 3/4 or VHS tape to Todd Epp, Executive Producer, KSFY-Television, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. And hurry!!! EOE. No phone calls please.

Sports Photog/Field Producer: Must be a self-starter who cares about both H-S kids and NY pros. Applicant should have knowledge of New Jersey/Westchester, NY region. Tape and resume to: Brian Kenny, Sports Director, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

Producer: Powerhouse station in the Midwest is looking for a Morning News Program Producer. You must be a creative, fun-loving person with 3 years experience. Send tape and resume to: Glenda Caddess, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

Producer/Director. WCMH NBC4 has an opening for a Producer/Director. The successful applicant will have previous experience directing complicated news programs and at least 2 years previous broadcast television production experience. Position requires a detail oriented, self initializing team player with a creative mind. The ability to produce, edit videotape and write will be a definite plus. Send resume to Paul Ernst, WCMH, P.O. Box 4, Columbus, Ohio 43216. EOE.

Producer/Director: NBC-affiliate in Yuma, Arizona is seeking a Commercial Producer/Weekend Newscast Director. Applicant must be familiar with studio and post-production procedures and have the ability to work with ideas from conception to final product. Technical directing/directing experience preferred. Excellent communication and people skills a must. Please send your resume to Russell Spencer, Production Manager, KYMA-TV, 1385 South Pacific Avenue, Yuma, AZ 85365. EOE.

Newscast Director/Special Events Planner: Looking for someone who can direct not only a newscast, but our live special events programs as well. If you are that person send a non-returnable tape and resume to Ms. Arles Hendershott, WIFR-TV, 2523 North Meridian Road, Rockford, Illinois 61101. EOE.

HELP WANTED PROMOTION

FOX BROADCASTING COMPANY

ATTENTION SPORTS FANATICS!

Dream Jobs Available

Fox Sports is going through unprecedented expansion. We are looking for the best creative On-Air promotion talent at all levels to join our dream team. Creative Director of On-Air Promotion and Writer/Producer positions are open. All applicants must have a minimum of 3 years' On-Air Promotion experience and a strong knowledge of all professional sports. Only the best need apply to join the dream team.

Please send resume with salary requirements and reel to: **Fox Sports, 5746 Sunset Blvd., Sunset Bldg./ 2nd Floor, Los Angeles, CA 90028.** EOE.



Promotion Manager. KLVX-TV Channel 10 has an opening for a Promotion and Outreach Manager. Principal duties include preparing and executing a comprehensive advertising and marketing plan, developing media releases, brochures, and other promotional materials, editing the monthly program guide, operating community coalitions in support of program outreach, utilizing on-air promotion to maximize audience and develop station image, and coordinating special events in support of station activities. The successful applicant will have a bachelor's degree from an accredited college or university in television, radio, communications, marketing, business, or other recognized major field and six years experience in a related field such as media relations, publicity, public relations, journalism, etc. Resume deadline is October 9, 1995 and should be addressed to Tom Axtell, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or faxed to 702-799-5586. Clark County School District/KLVX-TV Channel 10 is an Equal Opportunity Employer.

WCIV, Charleston, SC seeks dynamic Director of Audience Development to develop, execute and oversee overall marketing strategy. Qualifications for this senior management position include experience developing successful long-range marketing and advertising plans with particular emphasis on news. Excellent support staff in a new, Avid equipped facility. Hands-on editing and producing skills required. Ideal candidate will have three years of progressively responsible broadcast experience in marketing and promotion. Knowledge of all forms of written communications including print. Event promotion knowledge a plus. Send non-returnable tape, resume and salary history to Steve Brock, General Manager, WCIV-TV, P.O. Box 22165, Charleston, SC 29413-2165. No phone calls please.

Director of Development, Mountain Lake Public Broadcasting, WCFE-TV/FM. Opportunity for proven, successful candidate to effectively oversee development and promotion staff, managing and initiating growth in membership, underwriting, major-, planned- and corporate-giving, capital campaigns, additional gifts and other fundraising vehicles for joint TV/radio station. Beautiful rural location bounded by Lake Champlain and Adirondack Mountains, but market also includes one of the world's greatest cities, Montreal. Requires excellent oral, on-air, writing and interpersonal skills and ability to deal effectively with prospective members, business leaders, trustees and staff. B.A., experience in PBS station development work, marketing, corporate support and customer service preferred. Competitive salary, good benefits. Send cover letter and resume with salary history and references by October 9, 1995 to Search Committee, Mountain Lake Public Broadcasting, One Sesame Street, Plattsburgh, New York 12901. EOE.

Underwriting Manager. KLVX-TV Channel 10 has an opening for an Underwriting Manager. Principal duties includes preparing sales materials for corporations, foundations, and associations; identifying prospects, making appointments, and securing funding for station goals; coordinating donor recognition activities; and maintaining compliance with FCC rules and regulations. The successful applicant will have a bachelor's degree from an accredited college or university in banking and finance, communications, business management, or marketing/merchandising/retail management, and three years experience in a related field such as advertising, marketing, communications, media relations, publicity, public relations, or journalism. Resume deadline is October 9, 1995 and should be addressed to Tom Axtell, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or faxed to 702-799-5586. Clark County School District/KLVX-TV Channel 10 is an Equal Opportunity Employer.

Promotions Director: Position open immediately for creative, forward thinking director of on air and station promotions. We're looking for someone who understands the power of music, graphics and the esthetics and knows how to put it all together in creating major market looking product. College degree preferred, however, vision and creative flair more important. If you have the talent and a tape to prove it please forward immediately with resume to: Mr. Bruce Miller, WIFR-TV, 2523 North Meridian Road, Rockford, Illinois 61101. EOE.

Promotion Producer. Experienced topical Promotion Producer needed for Top 40 NBC affiliate. You'll drive viewers into our early and late newscasts, as well as produce news series and image spots. Excellent writing and editing skills required. An eye for graphics a must. Send non-returnable tape and resume to Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls!

Promotion Director: This is a winner! If you are well organized, highly creative and can supervise a small but talented group responsible for all aspects of community involvement, marketing and promotion, please run (do not walk) to the Post Office with a resume and send to Judith M. Tredore, HRO, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Director of Creative Sales. United States Satellite Broadcasting, USSB, is looking for a person to plan and direct all on-air creative services and on-air appearance of the Brand. Must plan and execute all aspects of USSB on-air communication subscribers. Must have 7-10 years experience with video and videographics production. Experience with long and short form programming and promotion production including directing, editing and audio supervision. This person must have previous experience in management of personnel and a highly creative background (including a portfolio). Submit resumes to: Amy J. Stedman, USSB Job #145-95, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Brand New NBC O&O looking for a Promotion Writer Producer with top notch writing skills and some technical experience. Send resume and tape to: Promotion Director, WNCN-17, 1205 Front Street, Raleigh, NC 27609. No phone calls, please. EOE.

HELP WANTED PROGRAMMING

Publicist, Cultural Programming. WETA TV/ FM seeks a Publicist, Cultural Programming - to be responsible for publicizing programs and/or series produced or presented by WETA for national and/or local broadcast as assigned by Director of Cultural Programming. Responsibilities of this position are: plans/manages publicity campaigns, drafts press kits, manages promotion budget, and responds to inquiries from stations, viewers and the press. Position requires a BA degree with concentration in English/ Journalism (or equivalent experience) plus 4 years press/promotion experience. Excellent written, verbal and interpersonal communication skills. Knowledge of public television is preferred. Macintosh skills highly desirable. Salary low \$30's. Send resume to WETA TV/FM, Attn: Human Resources-PCP, P.O. Box 2626, Washington, DC 20013. EOE/D/M/F/V.

HELP WANTED PRODUCTION

HAL DESIGNER

Capital Cities/ABC Video Design Group has an excellent opportunity for a Hal Designer to design and produce using a Hal while working an evening schedule (3pm - 11pm). 3-5 years television design experience is necessary. For immediate consideration, please send your resume and reel to: **David Snapp, Dept. CC/ABC VDG/BC, 4151 Prospect Ave., Los Angeles, CA 90027.** No phone calls, please. Equal opportunity employer.



Hughes Communications, Inc. is scouting for A-team broadcasting professionals to get on the roster of our newest program. Based on the tremendous success of our DIRECTV® service in the U.S., we will be launching a joint venture in Mexico and Central and South America beginning in 1996.

This is your chance to show your stuff...internationally, while based in our new Central Broadcast Center in Long Beach, CA. Candidates with English/Spanish and/or English/Portuguese are highly desirable. If you have relevant experience, you could become part of our all-star line-up in one of these opportunities:

- MANAGER OF TELECOMMUNICATIONS
- INSTRUCTIONAL DESIGNER SPECIALIST
- MEDIA LIBRARY - MANAGER & STAFF
- QA/F EDIT SUPERVISOR & OPERATOR
- COMPUTING STAFF SPECIALIST
- TELECOMMUNICATIONS ENGINEERS
- EDITORS (Senior- & Junior-level)
- BROADCAST OPERATIONS SHIFT SUPERVISOR
- RESOURCE SCHEDULING SUPERVISOR & COORDINATORS
- MCS 3 SYSTEMS APPLICATIONS PROGRAMMER
- BROADCAST CONTROL OPERATORS
- PLAYBACK & RECORD SYSTEM MANAGER & OPERATORS
- MAINTENANCE TECHNICIANS (Senior- & Junior-level)
- FACILITIES TECHNICIANS (Senior- & Junior-level)

We offer a highly competitive compensation and benefits package and the opportunity to make a significant impact in our new venture. For prompt consideration, please forward your resume to: Hughes Communications, Inc., Attn: Human Resources, 101 N. Sepulveda Blvd., El Segundo, CA 90245. Equal Opportunity Employer M/F/D/V.

HUGHES COMMUNICATIONS
A HUGHES ELECTRONICS COMPANY

VIDEO ENGINEERS

Rank Video Services America, the leader in home video duplication is looking for Video Engineers to staff our new state of the art duplication facility. Applicants should have 5 to 10 years experience in a broadcasting and/or production environment. Strong emphasis on D-2 and D-3 VTR format, Autocad, and Windows application desirable. SBE certification a plus. Minimum 2 year electronics degree. Please send resumes to:

RANK VIDEO SERVICES AMERICA
9201 FAULKNER LAKE ROAD
NORTH LITTLE ROCK, AR 72117
ATTN: HUMAN RESOURCES - EOE

Art Director. Paramount O&O, UPN affiliate in 4th market seeks a Graphic Designer who will be responsible for all station graphics, including: print production, on-air graphics and designs, sales collateral pieces; coordinating outside graphic services. Candidate should be familiar with Macintosh Quadra 950 computer system, Chyron Infit system and Chyron/Macintosh Interface system. Send resume and tape to: Creative Services Director, WGBS-TV 420 North 20th Street, Philadelphia, PA 19130. No calls please. EOE.

Senior Promotion Producer. Kansas City's Newschannel 4 is searching for a real ace to write and produce killer campaigns and promos. You'll be part of a winning team inside New World, America's most dynamic broadcast company. Two years promotion experience, strong production skills a must; strong editing skills a plus. Send resume and tape to: Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

Production/Promotion Coordinator: Ability to write, produce and edit on-air promos and commercials. Previous promotion and/or production experience required. Experience with Avid and Cube systems a strong plus. Will handle daily topicals as well as image campaigns and special projects as part of overall marketing plan. Ability to work as part of team necessary. Resume to Personnel Director, WB50/WFTY, 2121 Wisconsin Avenue NW, Suite 350, Washington, DC 20007 or Fax: 202-965-0050. EOE.

WBNS-10TV has an immediate opening for a full time Graphic Artist. Must have previous experience creating electronic graphics for television. Must be able to translate creative concept into broadcast quality electronic graphics for promotion, news programming and specials. Must have an understanding of television promotion, news operations and philosophies. Should be familiar with Colorgraphics DP/Max or similar electronic graphic computers. Print layout and desktop publishing experience required. Position reports directly to promotion director. Send resume and tape to: Business Office, WBNS-10TV, 770 Twin Rivers Drive, Columbus, OH 43215. Women and minorities are encouraged to apply. WBNS-10TV is an Equal Opportunity Employer and a smoke-free/drug-free environment.

Creative Services Director: Come help us move off line and non linear. We plan to build an off line non linear post production edit suite and need someone to help us build it. If you're experienced in the hands on production of television commercials and have a tape to prove it, please forward immediately with resume to: Mr. Bruce Miller, WIFR-TV, 2523 North Meridian Road, Rockford, Illinois 61101. EOE.

Canal de Noticias NBC is seeking Spanish fluent Show Producers, Assignment Editor and Graphics Artist for our growing service. Canal de Noticias NBC is a 24-hour Spanish news channel in Charlotte, NC. No calls. Send resume and references to: Box FE 301, 360 Lexington Avenue, 12th Floor, NY, NY 10017. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager/Senior Accountant. KLVX-TV Channel 10 has an opening for a Business Manager/Senior Accountant. Principal duties include administration of general accounting systems for KLVX Communications Group; preparation of financial reports for FCC, CPB, NTIA, and other federal agencies; development of business plans for entrepreneurial activities; administration of project cost accounting and client billing/collections; oversight of documentation for FCC employment records; and assisting development office with procedures for membership processing and underwriting pricing and billing. A Bachelor of Science degree in accounting and four years of governmental accounting or eight years professional experience as an accountant are required. Resume deadline is October 9, 1995 and should be addressed to Tom Axtell, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or faxed to 702-799-5586. Clark County School District/KLVX-TV Channel 10 is an Equal Opportunity Employer.

HELP WANTED MISCELLANEOUS

New Start-Up ABC Affiliate, KLVX-TV is looking to staff **Lincoln, Nebraska Station.**

• All Senior Management Positions beginning with **General Manager**

Other positions available include:

- Sales Account Executives
- TV Anchors
- News Reporters
- Broadcast Maintenance Technicians
- Production Assistants
- Producers/Directors
- Broadcast Traffic Staff
- Business Office Staff
- & Various Clerical Positions

If you would like to join us on the ground floor in this dynamic Capital City market send RESUME ONLY including salary requirements to: **Citadel Communications, L.L.C., 17 Kraft Avenue, Bronxville, New York 10708.** Fax: 914-793-3693. EOE.

HELP WANTED RESEARCH

RESEARCH ASSOCIATE

KGO-TV Channel 7, an owned station of Capital Cities/ABC, is seeking a Research Associate with at least 2-3 years experience in local market TV sales or sales research, preferably from a station or rep environment. This position will report to the Director of Research and Marketing and will be responsible for providing account executives with sales support material and serving station management with sample studies and programming analysis. Requires strong knowledge of NSI data as well as avail system experience maintaining station inventory and program estimates. Good communication and presentation skills are mandatory as well as experience with PC spreadsheets and graphics. Additional emphasis placed on knowledge of Scarborough data applications and related software systems. Must be detail-minded, well organized and have the ability to work well with others. Application deadline is October 13, 1995. Please send resume and cover letter to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Group Research Manager Leading NYC representative company seeks hands-on manager to generate sales and marketing support materials for list of TV stations (sales promotion audience analysis, etc.) and to supervise research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielsen ratings). A minimum of 2-3 years experience required. TV/Rep industry background a+. We offer a competitive salary and excellent benefit program. For consideration please send your resume with salary requirements to Petry, Inc., Human Resources Dept., 5th Floor, 3 East 54th Street, NY, NY 10022. No phone calls please. EOE.

Research Analyst: Working knowledge of broadcast audience research (methodology and application). Ability to create research for various departments and conceive, construct, implement and analyze local research project. Broadcast experience preferred. Send resume to: Robyn Burhans, UPN 45 KUTP, 4630 South 33rd Street, Phoenix, AZ 85040-2800. EOE.

Research Director New York Market looking for Research Director with minimum 3 years of experience. Television research experience required. Mathematical analytical aptitude. Strong verbal communication skill. Knowledge of P.C. and latest applications. Challenging opportunity for a bright motivated professional. EOE. Please send resume to: P.O. Box 1582, Secaucus, N.J. 07096.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8527
INTERNET: AFASULO@BC.CAHNERS.COM

Research Director needed for Group owned affiliate in Top 20 market. Must have 2 - 3 years experience in research. Working knowledge of Nielsen, Scarborough, TapScan required. College degree required. Send resume to: Sales Manager, WBFS-TV, P.O. Box 4633, Miami, Florida 33014. No phone calls please.

SITUATIONS WANTED MANAGEMENT

Dick O'Brien is seeking **Operations Manager** in small or medium markets. Excellent people skills and pipes with full autonomy of the day to day station operations. Can appreciate the bottom line and station's involvement in the community. Phone (517) 725-9972 today!

SITUATIONS WANTED NEWS

Married Male/Female Anchor team. Hispanic/Anglo. Seeking dual Anchor opportunities. Prefer Western U.S. Fax (209) 276-8777.

TV SALES TRAINING

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ANTONELLI MEDIA
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 (212) 206-8063
Over 25 years in the TV industry

BUSINESS OPPORTUNITIES

Veteran Washington Radio and T.V. Reporter and Author available to cover White House and Washington for News wraps and Q and A. Call Connie Lawn at 703-354-6795.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

VIDEO SERVICES

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

TALENT SERVICES

ON-CAMERA WEATHERCASTING SEMINAR
 NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.
Call 601-352-6673. 

CABLE

HELP WANTED MANAGEMENT

Television: News 12, the country's first regional 24-hour news operation is expanding! Following the success of our other 24-hour News 12 operations in Long Island, Connecticut and Westchester, we are launching a 24-hour news channel to serve more than a million homes in the Garden State. This unprecedented growth has created several opportunities. **Sales Director:** Experience managing cable and broadcasting sales organizations, and the ability to sell local news creatively are essential. **Business Manager:** You'll track/monitor budgets; maintain a sales tracking system; assist in budget presentations and special projects; and act as liaison with Human Resources. BA in Finance/Accounting preferred; MBA a plus. We offer competitive salaries and a generous benefits package. For consideration, please send your resume and salary requirements, indicating your position of interest, to: PO Box 999-NJ2, Woodbury, NY 11797. We are an Equal Opportunity Employer.

HELP WANTED NEWS

Producer/Director. Immediate opening for Producer/Director at The Weather Channel. Successful candidate will have three years of television experience, with one year as a Producer required. Strong writing a must. Duties include producing live shows and packages. Get out of your stressed out newsroom and check out our team environment. Send resume and tape to Executive Producer, The Weather Channel, 2600 Cumberland Parkway, Atlanta, Georgia 30339, or fax resume to (770) 801-2522.

HELP WANTED TECHNICAL

MASTER CONTROL OPERATORS

SportsChannel New England, a leading regional cable sports network, is seeking experienced Master Control Operators for on-air switching, satellite-dish operations and videotape recording. An understanding of audio, video, signal routing and commercial insertion systems is required; the ability to work in a fast-paced, live sports environment is a must. SBE certification preferred. Hours include early mornings, evenings and weekends.

For confidential consideration, please send resume to: Master Control Manager, SportsChannel New England, 10 Tower Office Park, Woburn, MA 01801. We are an Equal Opportunity Employer.

**SportsChannel
New England**

HELP WANTED PROGRAMMING

PROGRAMMING EXECUTIVES WANTED

Leading cable MSO has an immediate opening for a **Programming Manager** in Asia. Candidate must have a minimum of 6 years broadcasting experience with management experience in television production, marketing, promotion, and research. Responsibilities will include supervising in-house production, acquisition of syndicated material, news and format development, scheduling, traffic and departmental budgetary responsibilities. Ability to train and develop talent in writing, announcing, art and graphics is highly desired. Successful candidate will be awarded a 2-3 year term with an exceptional compensation package consisting of relocation expenses, salary, and performance bonus. If you can demonstrate a successful track record, are available for overseas placement and are excited about joining a winning team, send cover letter, resume, and references to **HBI Inc., 520 Madison Avenue, New York, NY 10022, Attn: HR-CSEPM2.**

HELP WANTED PRODUCTION

CHYRON OPERATOR

SportsChannel Chicago is seeking a seasoned Chyron Operator to create innovative 3-D paint box elements using our Animation software package. You must have 2-3 years experience as a graphic artist or operator in a live television environment. Degree in Graphic Arts and training on Chyron Infini! a plus. For confidential consideration, please send resume and salary requirements to: **SportsChannel Chicago, Dept WA, 820 West Madison Oak Park, IL 60302.** We are an Equal Opportunity Employer.

**SportsChannel
CHICAGO**

Design Director. The Weather Channel Program Network and New Media. Looking for minimum 5 years design experience and 2 years design director experience. Should be a dynamic, experienced leader to head up a staff of 9. Equipment includes 2 Paintbox Harriets, a Hal, 2 Macintosh power PC's and more. Looking for someone who can create and communicate a design vision for the network to best reach target groups. Great company, great city, great job. Apply now! Fax letters and resumes to Joe Conboy, V.P. Production, (404) 801-2522 or send to The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339.

HELP WANTED PROMOTION

Promotions Writer/Producer. Cutting-edge national cable network seeks on-air promotions writer/producer. Extra-strength technical, production, copywriting and persuasion skills necessary. Minimum 4 years broadcast or cable on-air promotions experience a must. Drug test required of successful applicant. An interview will be required of final applicants. If an accommodation is needed for the interview, please contact Maureen at (303) 486-3850 no later than September 29th. Equal Opportunity Employer. Send resume and a non-returnable reel (VHS) by 9/29: tv! Network, 4100 East Dry Creek Road, Littleton, CO 80122, attn: M. Hulett.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Roy H. Park School of Communications at Ithaca College invites applicants for three full-time, tenure-eligible positions in our expanding Journalism Program. Rank and salary are commensurate with experience and qualifications, and appointments are effective August 15, 1996. All three positions require a commitment to liberal arts education within a professional program. The Journalism Program offers a B.A. degree, and it focuses on educating young men and women to take advantage of a rapidly changing professional environment. There are currently 150 majors in the print, broadcast, and photo-journalism concentrations. Position #1. Requires demonstrated expertise in print journalism, including one or more of the following areas: news writing and reporting, news editing, journalism research, public affairs reporting and/or feature writing. Position #2. Requires demonstrated expertise in electronic journalism, including one or more of the following areas: field production, news and documentary production, and electronic editing/post production. Required qualifications for these two positions include a masters degree in journalism or related field, significant professional experience and successful teaching experience. Position #3. Requires demonstrated expertise in print journalism, including one or more of the following areas: journalism ethics and law, international journalism, computer-assisted reporting, and public affairs reporting. Required qualifications include a Ph.D. in journalism or a related field and successful teaching and professional experience. Send current vita, statement of interest including areas of teaching and professional specialization, and the names, addresses and telephone numbers of three references to: Dr. John Hochheimer, Chair, Journalism Search Committee, Department of Television-Radio, Roy H. Park School of Communications, Ithaca College, 328 Roy H. Park Hall, Ithaca, New York 14850-7253. Phone 607-274-3260, Fax 607-274-1664. Please identify for which positions you are applying. Screening of applications begins October 9, 1995, and continues until all positions are filled. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

Graduate Assistantships available in RTV department for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

**KEENE STATE COLLEGE
COMMUNICATION/JOURNALISM
Instructor or Assistant Professor**
Tenure track position to begin Fall 1996.

Keene State College is pursuing "Vision 2000," a commitment to academic excellence, community and quality of life on campus.

Keene State College is a public liberal arts college of the University System of New Hampshire with an enrollment of 5000 students. The College has been recognized as a leader in American higher education for its commitment to a vision, broad-based strategic planning initiatives, and cohesive sense of community. Historic Mt. Monadnock overlooks a campus of 168 acres in the picturesque City of Keene (population 22,000). Located in the southwestern corner of New Hampshire, Keene provides traditional New England charm, close proximity to abundant four-season recreational attractions, and easy access (2 hrs) to Boston, Hartford, and Albany.

Teach Introduction to Communication and Broadcast Journalism courses, including all aspects of performance, production, and writing for radio and television news. Four-course teaching load per semester, academic advising, curriculum development, and committee service required.

Qualifications: college teaching experience required; Ph.D. in communication, Journalism or related field preferred, ABD with sufficient progress accepted. Candidates are expected to demonstrate teaching excellence and professional development through scholarship. Rank and salary dependent upon qualifications. Minimum for Assistant Professor: \$33,230. Terminal degree required by August 1996 for appointment at Assistant rank and required for tenure.



Send letter of application, resume, and three letters of reference, by October 15, 1995 to:

**Gaynelle Pratt, Office of Human Resource Management
KEENE STATE COLLEGE
229 Main Street, Keene, NH 03435-1604**
Keene State College is an Affirmative Action/Equal Opportunity Employer

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California Broadcasters Association

FINANCIAL SERVICES

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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On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

National Sports Jobs Weekly. We cover pro and college sports and all of the media. \$39 - 4 issues. (602) 933-4345.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

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We Buy and Sell used Betacam SP and 3/4" tape -- Best Prices!! Call 1-800-999-HAVE (4283).

Video Switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

TV Transmitters, uplink trucks, Satellite HPA's, Exciters, Large antenna's and related RF and Uplink equipment bought and sold. Megastar (702)386-2844

WANTED TO BUY STATIONS

Just getting started, newly formed broadcasting company looking for acquisitions, bankruptcies, AM's or small market owners looking to sell. Reply to: TG Broadcasting, P.O. Box 786, Russell Point, Ohio 43348.

FOR SALE STATIONS

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 26 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, DC - (202) 835-8090

Southeast Class-A FM w/C3 construction. Permit to reach half million. Owner retiring. Reply to Box 00558.

Missouri - small market C1 with lots of upside
\$900,000

Tennessee - 6kw, cash flowing, near metro
\$700,000

Southeast - AM/Class C FM, cash flow
\$3.0 million

Midwest - AM/2 FM combo-C and C2
\$8.0 million

Texas - AM/2 FM combo-both C1s
\$7.0 million

Please fax confidential letter of interest and financial qualifications to 410-531-3728

MILLER & ASSOCIATES
(800) 632-2757

N.W. Spanish language FM Class C-3. Positive cashflow, upside potential. Price reduced: \$325,000.


Earth Station For Sale: Two C-band 11 meter antenna's, 10 acres, 3,700 square foot building, electronics, test equipment, etc. Near Houston. \$250,000. Megastar (702) 386-2844.

Urban AM, well established, major Florida market; Suburban AM, major Florida market; Small combo, central Florida; Others. Beckerman Associates, 813-971-2061.

Stations wanted in Massachusetts, Connecticut, Georgia and Carolinas. Sandy Beach Communications 770-399-9506.

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.

 **Please Note!!!**

**Effective October 1, 1995,
New Classified Rates are:
Non-Display - \$1.95 per word
Display - \$173.00 per inch
For further information,
please call 212-337-7073**

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.95 per word, \$39 weekly minimum. Situations Wanted: 1.05¢ per word, \$21 weekly minimum. Optional formats: Bold Type: \$2.25 per word, Screened Background: \$2.40, Expanded Type: \$2.95 Bold, Screened, Expanded Type: \$3.35 per word. All other classifications: \$1.95 per word, \$39 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$173 per inch. Situations Wanted: \$87 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$25 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

Check out next week's job openings before they're even published!

Get a jump on the competition with Broadcasting & Cable's "Classifieds On Demand"—an easy-to-use telephone system offering next week's ads for positions and services available in the broadcasting industry. Just call on Tuesday (after 5 pm, ET) to preview listings that won't be published in Broadcasting & Cable until the following Monday . . . 5 days before everyone else! Only \$1.99 a minute. You can even request a fax of the classified section.

HELP WANTED MANAGEMENT

~~CEO of Satellite Service.~~ Estab
Coast satellite service is expandi
ng for a new CEO. Strong mar
and management skills required.
in the broadcast or cable indust
out not essential. Strong leade
years successful business exp
ferred. Send resume to Box 00371

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- | | |
|---------------|------------------------|
| 01 Radio | 04 Allied Fields |
| 02 Television | 05 Station Marketplace |
| 03 Cable | 06 Interactive Media |

*Press 9 at any time for fax of the classified section.
To place classified ads call (212) 337-7073 or fax (212) 206-8327.

Changing Hands

Continued from page 38

Price: \$400,000 plus \$100,000 for two years of consulting services from Swanson Holdings Ltd. plus right of first refusal of Swanson's WALY(FM) Bellwood, Pa.

Buyer: Williamsport Radio Corp., Williamsport, Pa. (Michael F. Brosig Sr., chairman/CEO). Brosig also owns 25.6% of WKYE(FM)-WJAC(AM) Johnstown, Pa.

Seller: Swanson Holdings Ltd., Moosic, Pa. (Ron Swanson, president); also owns WALY and WCDL(AM)-WSGD-FM Carbondale, Pa.

Facilities: AM: 1340 khz, 1 kw; FM: 97.7 mhz, 3 kw, ant. 300 ft.

Format: AM: talk; FM: oldies

Broker: Satterfield and Perry

WMOG(AM) Brunswick-WMOG(FM) St. Simons Island/Brunswick, Ga.

Price: \$375,000

Buyer: Brian M. Rowland, Jacksonville, Fla.; no other broadcast interests

Seller: Lee M. Mitchell, Chicago (receiver)

Facilities: AM: 1490 khz, 1 kw; FM: 92.7 mhz, 6 kw, ant. 340 ft.

Format: AM: MOR, news, talk; FM: adult contemporary

Broker: Jorgenson Broadcast Brokerage

RADIO: FM

WWKS(FM) Beaver Falls, Pa.

Price: \$4 million

Buyer: Secret Communications LP, Cincinnati (Frank E. Wood, president/limited partner; Broadcast Alchemy LP and Booth Broadcasting Inc., general partners); owns WDVE(FM) Pittsburgh; WNDE(AM)-WRZX(FM)-WFBQ(FM) Indianapolis; WWWL(AM)-WLTF(FM) Cleveland; WMXD(FM)-WJLB(FM) Detroit; KMJI(AM) Sacramento and KSFM(FM) Woodland, Calif.; and KALC(FM)-KIMN(FM) Denver and KMJI-FM Boulder, Colo.

Seller: Pittsburgh Radio Partners Inc., Bristol, R.I. (Michael Schwartz, president); owns WBVP(AM) Beaver Falls

Facilities: 106.7 mhz, 47 kw, ant. 520 ft.

Format: Rock

WHCY(FM) Blairstown, N.J.

Price: \$1.925 million

Buyer: Nassau Broadcasting Partners LP, Princeton, N.J. (Lou Mercatanti, president); also owns WHWH-AM-WPST-FM Princeton/Trenton, N.J., and WVPO-AM-WSBG-FM Stroudsburg, Pa.

Seller: Clearview Broadcasting Corp., Blairstown (William Frolich, presi-

dent); no other broadcast interests

Facilities: 106.3 mhz, 340 w, ant. 859 ft.

Format: Hot country

Broker: Hickman Associates

WTRJ(FM) Troy, Ohio

Price: \$1.1 million

Buyer: Hawes-Saunders Broadcast Properties Inc., Dayton (Ro Nita B. Hawes-Saunders, president/owner); owns WROU(FM) West Carrollton, Ohio

Seller: Vernon R. Baldwin Inc., Fairfield, Ohio (Vernon R. Baldwin, president); owns WWXL(AM)-WWLT(FM) Manchester and WVRB(FM) Wilmore, Ky.; WCNW(AM) Fairfield, WNLT(FM) Harrison and WRKG(AM)-WZLE(FM) Lorain, all Ohio; is selling WBZI(AM) Xenia, Ohio

Facilities: 96.9 mhz, 3 kw, ant. 315 ft.

Format: Christian, hit radio

Broker: Force Communications & Consultants LLC

WJTW(FM) Joliet, Ill.

Price: \$800,000

Buyer: Barden Broadcasting Inc., Detroit (Don H. Barden, president/owner); owns WJOL(AM)-WLLI-FM Joliet

Seller: New Horizons Communications Inc., Inverness, Ill. (Carl Youngs, president); no other broadcast interests

Facilities: 93.5 mhz, 3 kw, ant. 259 ft.

Format: Adult contemporary

WZAD(FM) Wurtsboro, N.Y.

Price: \$480,000

Buyer: Beehive Entertainment Corp., Poughkeepsie, N.Y. (Robert R. Dyson, president); also owns WEOK(AM)-WPDH(FM) Poughkeepsie, and is buying WCZX(FM) Hyde Park and WRVW(FM)-WALL(AM) Middletown, N.Y.

Seller: WZAD Inc., Wurtsboro (Richard Landy, president); no other broadcast interests

Facilities: 97.3 mhz, 620 w, ant. 718 ft.

Format: Oldies

Broker: Kozacko Media Services

KQXR(FM) Payette, Idaho

Price: \$450,000

Buyer: Boise Viking Associates LP, Boise, Idaho (Bruce F. Johnson, president/50% owner); also owns KGEM(AM)-KJOT-FM Boise

Seller: Miller-Kohl Broadcasting Inc., Norfolk, Neb. (James R. Miller, president); plans to sell KIOV(AM) Payette

Facilities: Not available

WHZT(FM) Mahomet, Ill.

Price: \$250,000

Buyer: Odyssey Broadcasting Inc., San Luis Obispo, Calif. (Edwin R. Neaves, president/33.3% owner); no other broadcast interests

Seller: Champaign County Communi-

ty Broadcasting Inc., Moline, Ill. (Adlai Stevenson IV, president/owner); no other broadcast interests

Facilities: 105.9 mhz, 1.25 kw, ant. 512 ft.

Format: CHR

WAFI-FM Unadilla, Ga.

Price: \$167,810

Buyer: Toccoa Falls College, Toccoa Falls, Ga. (Paul Alford, president); also 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., and is applying to build noncommercial FM at Toccoa Falls

Seller: Dallas M. Tarkenton, Athens, Ga.; owns WBTR-FM Carrollton, Ga., and construction permits for WAAN-FM Blacksville, S.D., and new FM at Canton, S.D.

Facilities: 99.9 mhz 6 kw, ant. 328 ft.

Format: Not on air

RADIO: AM

WJCM(AM) Sebring, Fla.

Price: \$240,000

Buyer: Concord Media Group Inc., Tampa, Fla. (Mark W. Jorgenson, president/owner); Jorgenson owns 20% of WRMD(AM) St. Petersburg, Fla.

Seller: Rama Communications Inc., Orlando, Fla. (Kris Persaud, president); owns WOKB-AM Orlando and WXXU-AM Cocoa, Fla.

Facilities: 960 khz, 5 kw day, 1 kw night

Format: Soft hits of yesterday & today

WVMI(AM) Biloxi, Miss.

Price: \$125,000

Buyer: G&R Radio Inc., Meridian, Miss. (Gary Michiels, president/co-owner; Kenneth R. Rainey Sr., VP/co-owner). Rainey also owns WMYQ-AM-FM Newton, Miss.; is 34% owner of WINL(FM) Linden, Ala.; is 50% owner of company buying WLTD(FM) Pickens, Miss., and has 50% interest in application for new FM at Kosciusko, Miss.

Seller: Multi-Market Radio Inc., Springfield, Mass. (Michael G. Ferrel, Bruce Morrow, co-CEOs); owns WMJY(FM) Biloxi and WKNN-FM Pascagoula, Miss.; WRXR-FM Aiken, S.C.; WKBG(FM) Martinez, Ga.; WHMP-AM-FM Northampton, Mass.; WYAK-FM Surfside Beach, S.C.; WPKX(FM) Enfield and WPLR(FM) New Haven, Conn.; KOLL(FM) Maumelle, Ark., and WGNE-FM Titusville, Fla.; and is selling WRSF(FM) Columbia, N.C.

Facilities: 570 khz, 5 kw day, 1 kw night

Format: News/talk, country, sports ■

For the Record

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

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

NEW STATIONS

Filed/accepted for filing

Dora, Ala. (BPH-950825MH)—Gary Richardson (415 Edgecest Dr., No. 5, Birmingham, AL 35209) for FM at 92.5 mhz, ERP 6 kw, ant. 100 m., 2.7 km NNE of Pumpkin Center along Mulberry Fork River. Richardson owns WJLD(AM) Fairfield, Ala. *Aug. 25*

Ketchikan, Alaska (BPH-950829MB)—TLP Communications Inc. (Robert J. Kern, president, 516 Stedman St., Ketchikan, AK 99901) for FM at 99.9 mhz, ERP .04 kw, ant. 681 m., atop High Mtn., Gravina Island. *Aug. 29*

Bagdad, Ariz. (BPH-950825MI)—Hualapai Broadcasters Inc. (Chris Sarros, president/Rick L. Murphy, VP, 1984 Hwy 95, Suite A, Bullhead City, AZ 86442) for FM at 103.1 mhz, ERP 21 kw, ant. 109 m., N side of Hwy 93, 4 km W of Mohave County line. Nothing. Sarros owns KRZY-FM Kingman, Ariz.; Murphy owns KZKE-FM Seligman and KJUU-FM Clifton, Ariz.; 57% of KZUL-FM Lake Havasu City and 49% of KRZY-FM Kingman, Ariz., and 15% of KUTC-FM(KBBK-FM) Spanish Forks, Utah. *Aug. 25*

Lake Havasu City, Ariz. (BPH-950828-MG)—Rick L. Murphy (1620 S. Palo Verne Ave., Lake Havasu City, AZ 86403) for FM at 96.7 mhz, ERP 1 kw, ant. 825 m., NW of Crossman Peak, 10 mi. NE of Lake Havasu City. *Aug. 28*

Lake Havasu City, Ariz. (BPH-950828-MK)—Arthur T. Crane (2099 Chip Dr., Lake Havasu City, AZ 86406) for FM at 96.7 mhz, ERP 50 kw, ant. 114 m., 7.2 km W of Lake Havasu City on Hanley Peak. *Aug. 28*

Lake Havasu City, Ariz. (BPH-950828-ML)—Benjamin L. Nicks and Mark L. Rollings (general partners, 834 W. Colgate Dr., Tempe, AZ 85283) for FM at 96.7 mhz, ERP 1.05 kw, ant. 807 m., 2,000 ft. NW of Crossman Peak, 14 km NE of Lake Havasu City. Rollings owns WZNX(FM) Sullivan, WWDZ(FM) Danville and WKTW(FM) Tuscola; and is selling WBAN(AM)-WZNF(FM) Rantoul, all Ill. *Aug. 28*

Cambria, Calif. (BPH-950825ME)—James Robert Kampschroer (2976 Burton Dr., Cambria, CA 93428) for FM at 103.5 mhz, ERP 6 kw, ant. 90 m., former Cambria Air Force Station, 5 km SE of Cambria. *Aug. 25*

Cambria, Calif. (BPH-950828MF)—J. Lawrence Pozzi (2033 Fraley Dr., Columbus, OH 43235) for FM at 103.5 mhz, ERP 6 kw, ant. -85 m., Cambria Pines Lodge, 2905

Burton Dr., Cambria. *Aug. 28*

Cambria, Calif. (BPH-950828MJ)—George S. Flinn Jr. (188 S. Bellvue, No. 222, Memphis, TN 38104) for FM at 103.5 mhz, ERP 6 kw, ant. 63 m., Cambria Air Base, 3 km SE of Cambria. Flinn owns WFBI(TV)-WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; has 25% interest in CP for KDEN(TV) Longmont, Colo.; and has applied to build FMs at Maumelle, Ark.; Grenada and Tunica, Miss., and Sun Valley, Nev. *Aug. 28*

Sparta, Ga. (BPH-950828MP)—Christine Broadcasting Co. (John Upshaw, 2911 Cocklebun Rd., Decatur, GA 30034) for FM at 102.7 mhz, ERP 6 kw, ant. 100 m., W of residence at Rte. 3, Box 585, Sparta. *Aug. 28*

Port Huron, Mich. (BPCT-950620KH)—Larry T. Boulter Jr. (2235 Woodstock Dr., Port Huron, MI 48060) for TV at ch. 46, ERP 125 kw visual, ant. 105 m., 3.5 km NNE of Gardendale at intersection of Brace and Parker rds. *June 20*

Clarksdale, Miss. (BPH-950828ME)—Greg C. Shurden (1076 Vincent St., Clarksdale, MS 38614) for FM at 92.1 mhz, ERP 6 kw, ant. 100 m., 4 mi. W of Clarksdale on Hwy 322 near Sherard Baptist Church. *Aug. 28*

Clarksdale, Miss. (BPH-950828MH)—Delta Blues Broadcasting (Richard K. Boggs, partner, 607 Frederick Dr., Cleveland, MS 38732) for FM at 92.1 mhz, ERP 6 kw, ant. 100 m., W side of U.S. Hwy 61, 8 km SW of Clarksdale. *Sept. 28*

Grenada, Miss.—Robert E. Evans III (c/o 1225 Connecticut Ave. NW, No. 300, Washington, DC 20036) for FM at 92.3 mhz, ERP 3.5 kw, ant. 132 m. Evans is VP of Chatterbox Inc., which owns WYKC(AM)-WQXB(FM) Grenada. *Aug. 28*

Grenada, Miss. (BPH-950828MO)—George S. Flinn Jr. (188 S. Bellvue, No. 222, Memphis, TN 38104) for FM at 92.3 mhz, .3 km NNW of hwsy 51 and 7, N of Grenada. Flinn owns WFBI(TV)-WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; has 25% interest in CP for KDEN(TV) Longmont, Colo.; and has applied to build FMs at Maumelle, Ark.; Cambria, Calif.; Tunica, Miss., and Sun Valley, Nev. *Aug. 28*

Grenada, Miss. (BPH-950828MQ)—Delta Radio Inc. (Larry G. Fuss, president, PO Box 1438, Cleveland, MS 38732) for FM at 92.3 mhz, ERP 6 kw, ant. 100 m., S side of Pea Ridge Rd., 13.5 km NW of Grenada. *Aug. 28*

Sun Valley, Nev. (BPH-950828MA)—Priscilla D. Watts (586 Holyoke St., San Francisco, CA 94134) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., 230 Union Mill Rd., Sun Valley. *Aug. 28*

Sun Valley, Nev. (BPH-950828MC)—Cosine Co. (Stanley D. Klein, general partner, 5150 Mae Anne Ave., 213-140, Reno, NV 89523) for FM at 93.7 mhz, ERP 6 kw, ant. 74 m., 2.3 km SW of N. Virginia St. and U.S. 395, Reno. Klein owns KXTO-AM Reno. *Aug. 28*

Sun Valley, Nev. (BPH-950828MI)—Kidd Communications (Chris W. Kidd, 550 E. Plumb Lane, No. 100, Reno, NV 89502) for

FM at 93.7 mhz, ERP 1.1 kw, ant. 129 m., 2030 W. First Ave., Sun Valley. Kidd owns KBCH-FM Reno. *Aug. 28*

Sun Valley, Nev. (BPH-950828MM)—George S. Flinn Jr. (188 S. Bellvue, No. 222, Memphis, TN 38104) for FM at 93.7 mhz, ERP .45 kw, ant. 117 m., atop Red Peak, 1 km W of Sun Valley. Flinn owns WFBI(TV)-WHBQ(AM) Memphis and WNWZ(AM) Germantown, Tenn.; has 25% interest in CP for KDEN(TV) Longmont, Colo.; and has applied to build FMs at Maumelle, Ark., Cambria, Calif., and Grenada and Tunica, Miss. *Aug. 28*

Sun Valley, Nev. (BPH-950828MN)—Sun Valley Radio LLC (Ken Sutherland, 528 S. Arlington Ave., Reno, NV 89509) for FM at 93.7 mhz, ERP 3.5 kw, ant. 128 m., KRXI(TV) aux. tower. *Aug. 28*

Carlsbad, N.M. (BPH-950825MG)—Charles White (1803 Mountain Shadow, Carlsbad, NM 88220) for FM at 106.1 mhz, ERP 50 kw, ant. 42 m., 1609 Radio Blvd. *Aug. 25*

Klamath Falls, Ore. (BPH-950830MB)—Klamath Basin Broadcasting (David Quinlan, partner, 406 N. 9th St., Klamath Falls, OR 97601) for FM at 104.7 mhz, ERP 9 kw, ant. 670 m., near top of Stukel Mtn., 8.4 km NW of Merrill. *Aug. 30*

Santa Isabel, P.R. (BPH-950901MB)—S.I. Broadcasting (Olga L. Fernandez, general partner, PO Box 316 Coamo, PR 00769) for FM at 98.1 mhz, ERP 6 kw, ant. 39 m., Jauca, Santa Isabel. Fernandez has permit to build WJIT-AM Sabana, P.R. *Sept. 1*

Hallettsville, Tex. (BPH-950901MC)—Hill Country Radio Inc. (Geoffrey Dunbar, president, 6220 Gaston Ave., No. 200B, Dallas, TX 75214) for FM at 99.9 mhz. Hill Country owns KRJH(AM) Hallettsville and KYOC(FM) Yoakum, Tex. *Sept. 1*

Walla Walla, Wash. (BPH-950825MF)—Walla Walla Christian Broadcasters (Thomas W. Read, PO Box 31000, Spokane, WA 99223) for FM at 99.1 mhz, ERP 1.2 kw, ant. -2 m., Whitman Towers, intersection of 2nd Ave. N and W. Rose St., Walla Walla. Read owns KGDN(FM) Pasco and KTB(AM) Ephrata and has CP to build FMs at Ephrata and Quincy, all Wash. *Sept. 25*

Walla Walla, Wash. (BPH-950829MA)—Mark Jacky Broadcasting (Thomas Hodgins, general partner, 525 Clay St., Walla Walla, WA 99362) for FM at 99.1 mhz, ERP .42 kw, ant. 364 m., on Pikes Peak, 15.6 km W of Walla Walla post office. Hodgins owns 33.3% of KVV(FM) Wilson Creek, Wash., and 25% of KUKY(FM) Milton Freewater, Ore. *Aug. 29*

Williamstown, W.Va. (BPH-950828MB)—Yellowjacket Radio Inc. (D. Robert Eddy, president, 12 Kittle St., Williamstown, WV 26187) for FM at 96.9 mhz, ERP 4.4 km, ant. 116 m., 5 km N of intersection of Wood Co. rds. 6 & 8 on Co. 8, Summit Rd. *Aug. 28*

Williamstown, W.Va. (BPH-950829MC)—Ronald K. Bishop (305 Ohio St., Marietta, OH 45750) for FM at 96.9 mhz, ERP 3.51 kw, ant. 129 m., 3 mi. NE of Vienna, E of Summit Rd. *Aug. 29*

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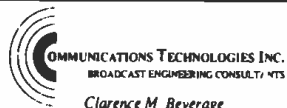
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THIS WEEK

- Sept. 25-27**—China Cable and Satellite Television International Summit '95, presented by the *Chinese Institute of Electronics* and the *Institute for International Research*. China World Hotel & Trade Centre, Beijing. Contact: +852 2586-1777.
- Sept. 25-29**—Convergence '95 interactive television conference and exposition/DAVID developers conference, presented by *Multichannel CommPerspectives* and *Microwave Systems Corp.* San Jose Convention Center, San Jose, Calif. Contact: Steve Simpson, (515) 224-1929.
- Sept. 26**—"Telecommunications Deregulation Legislation: Entering the Home Stretch," panel discussion presented by the *American Enterprise Institute*. AEI Bldg., Washington. Contact: (202) 862-5800.
- Sept. 28**—Radio license renewal seminar presented by the *National Association of Broadcasters*. Kansas City, Mo. Contact: Christina Griffin, (202) 775-3511.
- Sept. 28**—Meeting of the board of directors and the general membership of the *Kentucky Cable Telecommunications Association*. Woodson Bend Resort, Bronson, Ky. Contact: (502) 864-5352.
- Sept. 28-29**—"Expanding Distribution Opportunities in Television, Cable and New Media" conference presented by the *Institute for International Research*. Billmore Hotel, Los Angeles. Contact: (212) 661-3500.
- Sept. 29-Oct. 1**—23rd annual regional broadcasters convention, hosted by the *Society of Broadcast Engineers*, Central New York chapter. Sheraton Inn Convention Center, Liverpool (Syracuse), N.Y. Contact: John Soergel, (315) 437-5805.
- Sept. 29-Oct. 1**—*Media Technologies* trade show. *Texas Association of Broadcasters* 42nd annual convention and *Society of Broadcast Engineers* annual southwest regional conference. San Antonio Convention Center, San Antonio, Tex. Contact: Oscar Rodriguez, (512) 322-9944.

OCTOBER

- Oct. 3-11**—*Telecom '95*, 7th world telecommunications exposition and forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.
- Oct. 5-6**—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.
- Oct. 5-7**—*Minnesota Broadcasters Association* 46th annual convention. Northern Inn, Bemidji, Minn. Contact: (612) 926-8123.
- Oct. 5-7**—"Sustaining Success: Challenges Facing Minority Managers," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jennette Smith, (813) 821-9494.
- Oct. 6-9**—*Audio Engineering Society* 99th annual convention. Jacob K. Javits Convention Center, New York City. Contact: (212) 661-8528.
- Oct. 7-10**—*Association of National Advertisers* 86th annual meeting and business conference. Boca Raton Resort & Club, Boca Raton, Fla. Contact: (212) 697-5950.
- Oct. 9**—"The Battle for Customer Satisfaction: Going to the Next Level," conference presented by the *Cable Television Administration and Marketing Society*. Bally's Park Place Casino Hotel & Tower, Atlantic City. Contact: (703) 549-4200.
- Oct. 9-13**—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.
- Oct. 10**—Media breakfast co-sponsored by *PR Newswire* and the *New York Biotech Association*. Marriott Marquis Hotel, New York City. Contact: Todd Grossman, (212) 596-1523.
- Oct. 10-11**—*Television Bureau of Advertising* third annual research conference. McGraw-Hill Conference Center, New York City. Contact: Mercedes Median, (212) 486-1111.
- Oct. 10-11**—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony."

- Hyatt Regency, Oak Brook, Ill. Contact: Molly Coyle, (312) 634-2353.
- Oct. 10-12**—Atlantic Cable Show, presented by the *Cable Television Association of New York, New Jersey Cable Television Association, Pennsylvania Cable and Telecommunications Association* and *Cable Television Association of Maryland, Delaware and the District of Columbia*. Atlantic City Convention Center, Atlantic City. Contact: (609) 848-1000.
- Oct. 10-12**—*Mid-America Cable TV Association* 38th annual meeting and show. Overland Park International Trade Center, Overland Park, Kan. Contact: (913) 841-9241.
- Oct. 11**—*Federal Communications Bar Association* luncheon featuring Tom Shales. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- Oct. 11-14**—*Society of Professional Journalists* national convention. St. Paul Radisson, St. Paul. Contact: Julie Grimes, (317) 653-3333.
- Oct. 12**—1994 Achievement and Scientific Development Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.
- Oct. 12**—*BDA International Asian Conference*. Mandarin Marina, Suntec City, Singapore. Contact: Lynne Grasz, (212) 251-8712.
- Oct. 12-13**—"Charting a Course for Video on Demand," conference presented by *ICM Conferences Inc.* Tremont Hotel, Chicago. Contact: Alexandra B. Early, (312) 540-3083.
- Oct. 12-14**—*National Religious Broadcasters* Eastern Chapter annual convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.
- Oct. 15-19**—*International Engineering Consortium* National Communications Forum. Hyatt Regency O'Hare, Chicago. Contact: Mike Vogt, (312) 938-8787.
- Oct. 15-20**—"Ethical Decision-Making," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.
- Oct. 16-17**—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Telephony." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.
- Oct. 18-20**—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Holiday Inn West, Fort Lauderdale, Fla. Contact: (610) 363-6888.
- Oct. 18-20**—*Indiana Broadcasters Association* fall conference. Omni Severn, Indianapolis. Contact: Jack Swart, (219) 233-3141.
- Oct. 18-20**—India Cable & Satellite International Summit, presented by the *Institute for International Research*. Maurya Sheraton Hotel & Towers, New Delhi. Contact: +852 2531-6100.
- Oct. 18-21**—*National Broadcast Association for Community Affairs* annual conference. Sheraton Seattle, Seattle. Contact: (202) 857-1155.
- Oct. 19**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 19-21**—*Ohio Association of Broadcasters* fall convention. Ramada University Hotel & Conference Center, Columbus, Ohio. Contact: (614) 228-4052.
- Oct. 19-21**—20th annual *Friends of Old-time Radio* convention. Holiday Inn-North, Newark, N.J. Contact: Jay Hickory, (203) 281-1322.

- Oct. 19-23**—9th biennial *International Broadcasting & Telecommunications Show*. Milan Fair, South Halls, Italy. Contact: 39 2/48-155-41.
- Oct. 20**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.
- Oct. 20-22**—"Reporting on Oceans," conference for professional journalists sponsored by the *Foundation for American Communications*. Scripps Institute of Oceanography, La Jolla, Calif. Contact: Milo Garfield, (213) 851-7372.
- Oct. 23**—*International Radio & Television Society Foundation* dinner. Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.
- Oct. 23-Nov. 3**—First annual Radio Festival, presented by the *Museum of Television & Radio*, New York City. Contact: (212) 621-6710.
- Oct. 24-25**—*North Carolina Association of Broadcasters* annual convention and sales skills workshop. Holiday Inn Four Seasons, Greensboro, N.C. Contact: Laura Ridgeway, (919) 821-7300.
- Oct. 25**—10th annual John Bayliss Media Roast, presented by the *John Bayliss Broadcast Foundation*. Honoree: Charles Osgood. Waldorf-Astoria, New York City. Contact: Kit Hunter Franke, (408) 624-1536.
- Oct. 25**—"Application of Simulation Technology in Learning," seminar presented by the *Center for Advanced Electronic Imaging*. UTD Conference Center, Richardson, Tex. Contact: Patti Bailey, (214) 458-9449.
- Oct. 25-28**—*Broadcast Cable & Satellite India '95* exhibition and conference. Pragati Maidan, New Delhi. Contact: +91-11-4622710.
- Oct. 26**—*Hollywood Radio and Television Society* newsmaker luncheon featuring network sports presidents. Regent Beverly Wilshire Hotel, Los Angeles. Contact: (818) 789-1182.
- Oct. 27-29**—Radio 75th anniversary celebration and 1995 Radio Hall of Fame induction ceremony, presented by the *Museum of Broadcast Communications*. Hyatt Regency Chicago, Chicago. Contact: (312) 629-6000.

NOVEMBER

- Nov. 29-Dec. 1**—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.
- Nov. 29-Dec. 2**—MIP'ASIA international film and program market, presented by the *Reed Midem Organisation*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (212) 689-4220.

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 15-18**—*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.

JUNE 1996

- June 19-22**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Los Angeles Convention Center, Los Angeles. Contact: (213) 465-3777.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

David Simmons: A satellite Keystone

David Simmons says the high price of transponder capacity will not last. The Keystone Communications chairman/CEO has high hopes for compression technology: "We see the cost of providing services coming down," he says, predicting that compression technology could even create a satellite surplus. "You're going to see a virtual elimination of the shortage."

Simmons, who heads the industry's largest reseller of satellite transponder capacity, hopes the compression technology soon will increase capacity on at least one satellite. His company this month announced a venture with ABC Radio Networks Satellite Services to implement compressed services on GE Americom's Satcom C-5 satellite. The deal calls for ABC to implement the compression technology, creating 17 additional channels for resale.

ABC will market and manage the service, while Keystone will provide the transponders and the earth station requirements. Simmons says his company hopes the increased capacity will lead to a higher volume of programming on the satellite.

Keystone, which holds about 26 domestic transponders, looks to broadcasters for about 95% of its business, says Simmons. He predicts that future growth will come from programmers seeking to beam material to other parts of the world. "The global marketplace is where significant growth is taking place." Keystone carries some 12 transponders on international satellites, he adds.

Simmons also credits DBS and cable compression plans with bringing new attention to satellite distribution. All of the media, he says, rely on a satellite link at some point to get programs from the content provider to the viewer.

Simmons became interested in satellite's role in cable distribution during a satellite venture he took part in after taking the helm of Simmons Family Inc. A Utah native, Simmons returned to Salt Lake City after earning his MBA in 1985 to head the broadcasting and investment company. Simmons Family at the time owned two radio stations and was looking to purchase more and branch into satellite distribution for radio and television.

He describes his first foray into the satellite business as a "dismal failure,"



"The global marketplace is where significant growth is taking place."

David Ellison Simmons

Chairman/CEO, Keystone Communications, Salt Lake City; b. Dec. 18, 1957, Salt Lake City; BS, economics and political science, University of Utah, 1983; MBA, Harvard Graduate School of Business, 1985; president, Simmons Family Inc., Salt Lake City, 1985; chairman/CEO, Bonneville Satellite, Salt Lake City, 1987-89; current position since 1989; m. Robyn Evershed, Dec. 22, 1983.

but not one that discouraged further investments in satellite distribution. In 1987 his company began a string of acquisitions that would eventually bring Keystone the industry's largest collection of resale transponders.

Simmons Family in 1987 acquired capacity reseller Bonneville Satellite, and two years later merged the company with capacity reseller Wold Communications. The 1989 merger created Keystone Communications and left the company second in size to capacity reseller IDB Broadcast.

Earlier this year, Keystone signed a deal to merge with that company as well. The deal, which Simmons says more than tripled the size of his company, calls for Keystone to manage IDB's space and ground assets under the Keystone name. Keystone will have an option to acquire the assets outright after two years.

Keystone's growth has come as the number of satellite carriers and transponders has shrunk. GE Americom's purchase of GTE Spacenet last year left the industry with three carriers, and broadcasters have been scrambling for a decreasing supply of C-band satellite capacity. "The timing was very good for us," says Simmons. "It provided us with one of the larger pools of occasional-use [capacity]."

Simmons says he enjoys his business's role in helping programmers reach diverse audiences and also helping them deliver programming from remote locations. He cites a live transmission from Mongolia that Keystone provided this month for ABC during the network's coverage of the First Lady's visit to China: "The ability to provide services out of some distant reach is an exciting aspect of our business."

He adds that the company hopes to capitalize on an expanding international market by forming international partnerships. "Our main strategy is to stay close to the content provider," he says, citing the company's teleports in New York and Los Angeles.

Although some have lamented the consolidation of satellite carriers, Simmons maintains that it is helping the industry. "I think it's a great positive that all three are making good returns on investments. It's created a healthier outlook for the future."

—CM

Fates & Fortunes

BROADCAST TV



Dave Phillips, director, broadcast operations and engineering, KPIX-AM-FM-TV San Francisco, joins KUTV(TV) Salt Lake City as VP/GM.

Phillips

Appointments at KTVK(TV) Phoenix: **Sue**

Schwartz, program director, named VP, television operations; **Jim Tuton**, business manager, named VP, finance; **Dennis O'Neill**, assistant news director, named television news director.



Tokos



Chen

Appointments at NBC 4, Burbank, Calif.: **Nancy Tokos**, president, Nancy Tokos & Associates design firm, joins as director, design; **Ted Chen**, reporter/substitute anchor, KGTV(TV) San Diego, joins as reporter.

Appointments at WDAF-TV Kansas City, Mo.: **John Dearing**, assistant news director, KGAN(TV) Cedar Rapids, Iowa, joins as executive producer; **John Claybrook**, production manager, KTXS-TV Sweetwater, Tex., joins as senior director; **Tait Miller**, videographer, KREM-TV Spokane, Wash., joins as photographer.

Corey McPherrin, primary sportscaster, WABC-TV New York, joins Fox News, Chicago, as sports anchor.

Appointments at WPRI-TV Providence, R.I.: **Dean Tendrich**, morning meteorologist, KHQ-TV Spokane, Wash., joins as meteorologist/co-anchor; **Doug Meehan**, reporter, New England Cable News, Boston, and **Walt Buteau**, anchor/reporter, KTAL-TV Texarkana, Tex., join as reporters.

Appointments at WRIC-TV Petersburg, Va.: **Bryon Garvin**, news photographer,

named chief photographer; **Doug Luzader**, weekend anchor, WLNS-TV Lansing, Mich., joins as reporter; **Sammi Mendenhall**, free-lance producer, joins as writer/promotions producer; **Steve Price**, freelance reporter/writer, joins as investigative reporter.

Rich Moore, production manager, WGHP-TV High-Point, N.C., joins WNRW(TV) Winston Salem, N.C., as director, production services.

PROGRAMING

George Funk, VP, sales, Just Toys Inc., New York, joins Saban Children's Entertainment Group, Burbank, Calif., as VP, sales and retail development.

Beth Roberts, lawyer, UPN, Los Angeles, named manager, business and legal affairs.

Two veteran All American Television executives were given new posts last week. **John Storrer** was upped to executive VP and COO from his most recent post as executive vice president, operations. **Tony Intelisano**, previously executive vice president, domestic distribution and marketing, was named executive vice president, information and strategic planning. Both have been with All American for more than 10 years.



Brodsky

Greg Brodsky, VP, sales and marketing, Zoom Express/BMG Kidz, a children's video label, joins Warner Bros. Domestic Pay-TV, Cable & Network Features, New York, as director, advertising, publicity and promotion.

Appointments at Disney TeleVentures, Burbank, Calif.: **Barry Cottle**, VP, marketing and sales, Western region, The Disney Channel, named VP, marketing; **Diana Ritchie**, VP, special projects, The Disney Channel, named VP, network licensing; **Kristen Roby Dimlow**, executive director, business and sales planning, Buena Vista Home Video International, named VP, finance and administration.

Scott Michels, VP/director, CBS Affiliate Relations, New York, joins CBS

Broadcast International there as VP, worldwide sales.

Susan Aasen, **Pauline Canny**, **Robe Imbriano** and **Grace Kahng**, producers, join the *Oprah Winfrey* show, Chicago, in same capacity.

RADIO

Frank Sundram, assistant professor/former GM, WFSS(FM) Fayetteville, N.C., joins WPBX(FM) Southampton, N.Y., as GM.



Arnold

Appointments at WHP(AM), WRVV(FM) and WKBO(AM) Harrisburg, Pa.: **Boyd Arnold**, partner/executive VP, WHCN(FM) Hartford, Conn., joins as GM; **Deborah Siedle**, free-lance communications

project manager, joins as director, marketing and promotions.

Mark Olkowski, VP/GM, WAYV(FM) Atlantic City, joins WINS(AM)/WNEW(FM) New York as director, broadcast operations and engineering.

Paul Anovick, president, Media Consultants Inc., Ridgewood, N.J., joins Major Market Radio Sales, New York, as senior VP/director, operations.

Beth Robinson, manager, broadcast operations, CBS Radio Networks, New York, named director.

Patrick Crocker, NSM, KEZK-FM St. Louis and KFNS-FM Wood River, Ill., joins Great Scott Broadcasting, Pottstown, Pa., as VP/COO.

Jerry Emlet, corporate controller, Multi-Market Radio Inc., New York, named CFO.

Lori Brayer, director, broadcast services, WGN(AM) Chicago, named director, broadcast and network services. Brayer assumes managerial responsibility for all Tribune Radio Networks operations and for certain organizational aspects of the Interstate Radio Network.

CABLE

Appointments at Prism/SportsChannel Philadelphia: **Robert Malandra**, manager, business operations, named director, planning and administration; **Stephen**

Van Valin, marketing manager, Music Choice, Horsham, Pa., joins as director, affiliate relations.



Elizabeth Cantillon, independent producer, Jersey Films, joins Turner Pictures, Los Angeles, as executive VP, feature animation.

Patrick McClenahan, VP, programming and production, Prime Sports

West, Los Angeles, adds assistant GM to his responsibilities.

Charles Nooney, VP, affiliate operations, The Disney Channel, Burbank, Calif., named senior VP, sales and marketing.

Mary Neagoy, VP, corporate communications, NBC, New York, joins VHI there as VP, communications; **Bruce Gillmer**, music executive, the *Jon Stewart Show*, joins VHI, New York, as VP, music and talent relations.

Jim Boyle, VP, communications, Discovery Communications Inc., Bethesda, Md., elected treasurer, Cable Television Public Affairs Association, Washington.

William Bova, producer/director, Pennsylvania Cable Network, Camp Hill, Pa., named senior producer/political editor.

Katherine Benson, director, advertising and sponsorship sales, Bravo, Woodbury, N.Y., named VP.

Peter Lynch, executive director, marketing and operations, Nynex Cable Communications, Wimbledon, UK, joins People's Choice TV Corp., Shelton, Conn., as senior VP, Midwest region.

Cesar Beltran, director, information systems, Time Warner Cable, New York, named VP.

DEATHS

Mal Goode, 87, journalist and former ABC News correspondent, died of a stroke Sept. 12 at St. Margaret's Memorial Hospital in Pittsburgh. Goode became the first black network correspondent when he joined ABC News in 1962 to cover the United Nations. The Cuban Missile Crisis thrust him into the forefront of the network's coverage. Later, Goode also covered domestic politics, including the civil rights move-

Rene Anselmo, 1926-1995

Reynold "Rene" Anselmo, 69, founder of SIN Television Network and founder/chairman of PanAmSat Corp., died Sept. 20 in Greenwich, Conn., following a long history of heart problems. He began his broadcasting career in 1951 as a writer for the Voice of America. He held a number of television producing jobs in Mexico and Texas in the '50s and early '60s before building one San Antonio, Tex., UHF station into a group of stations—the Spanish International Network—that programed Spanish-language shows and eventually included LPTV and cable affiliates as well as a rep division.



Rene Anselmo

After 25 years, he left to found PanAmSat, a private international satellite service provider. The company operates two satellites and after the launches of two more this year, will achieve global coverage. It provides service to broadcasters and business customers in more than 110 countries. Known as something of a maverick, Anselmo railed against the status quo (very often the FCC and competitor Comsat) using letters written by his alter ego, "Spot," a dog. Spot also appeared in the company's ad campaigns.

He is survived by his wife, Mary; three children, and five grandchildren.



Goode

ment. During the '60s the network aired his documentary *It Can Be Done*, a special about the improving race relations in Atlanta. Working at the *Pittsburgh Courier* was the first step in Goode's journalism career. From there he moved to KQV(AM) Pittsburgh, and then to WHOD(AM), where Goode and his sister formed a news-commentary team. Considered the "Dean of Black Journalism," Goode was the subject of a 1992 PBS documentary, *Pioneer of Color: A Conversation with Mal Goode*. He is survived by his wife, Mary Lavelle; six children; seven grandchildren, and one great-grandchild.

Jean Colbert Martineau, 80, radio personality, died Sept. 5 of pneumonia at the University of Connecticut Health Center in Farmington, Conn. Colbert joined WTIC-FM Hartford, Conn., as director, women's activities, in 1947 after hosting radio shows at WCAU(AM) Philadelphia, WTAM(AM) Cleveland and WOR(AM) and WJZ(AM) New York. At WTIC-FM she hosted *The Jean Colbert Show* and interviewed such personalities as Winston Churchill, Lucille Ball and Alfred Hitchcock. More recently she worked at Connecticut Radio Information Services on a weekly program for the visually handicapped. Colbert is

survived by two children, June and Hill; a brother; four grandchildren, and one great-grandchild.

Jeremy Brett, 60, actor, died of heart failure Sept. 12 at his home in London. Best known for his role as Sherlock Holmes in public television's *Mystery!* series, Brett was thought by critics to be the best Sherlock ever. Other television credits include *Rebecca* and *The Barretts of Wimpole Street*.

Christopher Vaughn, 50, director, talent relations, Nickelodeon and Nick at Nite, died Sept. 17 at Cedars Sinai Medical Center, Los Angeles. He began his career as a reporter and later was bureau chief for *The Hollywood Reporter*. Vaughn also was on-air entertainment editor for *Essence: The Television Program*. Before going to Nickelodeon, he worked at Dolores Robinson Entertainment, a talent management company. Vaughn is survived by his mother; a sister; a niece, and a nephew.

Mary Louise Gabauer, 87, former radio/TV producer, died Sept. 11 at George Washington University Hospital of head injuries suffered from a fall. In the '30s Gabauer worked as a script editor for an advertising agency and as a radio program buyer. She later produced such programs as *Grand Slam*, *Truth or Consequences*, *This Is Your Life*, *Guiding Light* and *Your Gospel Singer*. Gabauer is survived by a son; a sister, and two grandchildren.

—Compiled by Denise Smith
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In Brief

The prospect of TV stations having to bid for digital TV spectrum receded further last week.

Recognizing that he did not have the votes, Senate Commerce Committee Chairman Larry Pressler (R-S.D.) gave up on his proposal to put the spectrum—a second channel for each TV station—on the auction block as part of the committee's obligation to raise \$14 billion to cut the deficit, industry sources say. At a markup this week, the committee is expected to adopt a budget-reconciliation package similar to the House's, which earmarks for sale only 100 mhz of unspecified spectrum below 3 ghz. Pressler conceded after full-court lobbying by the NAB and its members.

Federal courts, which had been warming up the to the idea of **allowing TV cameras inside the courtroom for federal criminal trials, may now have cold feet**, thanks to the O.J. Simpson trial. A group of 27 federal judges on the U.S. Judicial Conference executive committee last week unanimously voted to defer a final decision until next March. Another group of federal judges has proposed that each of the country's 13 federal appeals courts individually decide whether to permit TV and radio coverage of appellate hearings.

A federal court order issued against Time Warner's Manhattan cable system last Wednesday could help to build a legal case against leased access indecency provisions in the 1992 Cable Act. U.S. District Judge Leonard Sand granted a preliminary injunction against Time Warner's plan to scramble adult leased-access programming beginning Oct. 1. In granting the order, Sand said there is "a likelihood of success" that the courts eventually will strike down the leased access indecency provisions as a violation of free speech. The U.S. Supreme Court is expected to decide next month whether it will hear an appeal on the constitutionality of those provisions. Time Warner filed an appeal immediately following Sand's decision.

Emmis Broadcasting's WQHT(FM) New York rated first in the market



Journalists Jim Lehrer, Robert MacNeil and Judy Woodruff share a laugh last Monday during a salute to MacNeil hosted by Sharon Percy Rockefeller, president of WETA(TV) Washington. The dinner, at Rockefeller's Washington home, was to mark MacNeil's departure from PBS's 'MacNeil/Lehrer NewsHour' after 20 years. The show will become 'The NewsHour with Jim Lehrer' starting Oct. 23.

with listeners 12-plus, and Emmis's WRKS(FM) New York earned the highest ratings in the market with listeners 25-54 in **AccuRatings' latest radio audience survey for summer 1995**. In Los Angeles, AccuRatings ranked Emmis's KPWR(FM) number one among listeners 12-plus, while Heftel's KLVE(FM) was first with listeners 25-54.

CBS completed the purchase of ch. 62 in Detroit and has changed the call letters to WWJ-TV from WGPR-TV. Jay Newman has been named VP/GM. Newman, who had been operations VP for the CBS Owned Stations division, has been overseeing plans for the transition of the station to an O&O for the past year.

The nation's largest mutual fund complex, Fidelity Management & Research, has bought a 6% stake in TV group Silver King Communications. FMR says it bought a net 330,200 common shares between July 26 and Sept. 11 at \$16.50-\$36.35 a share and holds an aggregate 390,600 shares. Primary Silver King investors TCI and Barry Diller are mapping plans to launch a broadcast network using the 12-station group.

For the fourth consecutive week, NBC's *The Tonight Show* with Jay Leno beat CBS's *Late Night* with David Letterman in household numbers, although the latter continues to dominate among

adults 18-49. For the week of Sept. 11, *Leno* averaged a 4.2 rating/13 share in Nielsen household numbers, compared with *Letterman's* 4.0/12. Among adults 18-49, *Leno* continues to close the gap by averaging a 2.2 rating for the week compared with *Letterman's* 2.4.

One area in which Fox continues to dominate all the other networks is Saturday morning, where Fox Children's Network had a strong new-season debut. In the second week, Fox averaged a 5.2 Nielsen rating/22 share among kids 2-11, followed by CBS's 4.1/17, ABC's 2.6/11 and the WB's 2.1/9. The order was the same for viewers 6-17 and households.

Alan Nesbitt, president/GM of KABC-TV Los Angeles has resigned, effective Nov. 1. He will move east to assume new duties within the recently expanded Capital Cities/ABC station group, which totals 10 stations. The CapCities/ABC Station Group is looking for a replacement.

The Corporation for Public Broadcasting board has adopted a 1996 budget of \$281 million, 5.6% lower than this year's budget. The decrease was attributed to cuts in federal funding. Operating grants to the nation's 1,000 public radio and TV stations will decrease by roughly 4%, but funding for minority programming and PBS will not be reduced. Also, Seattle's Ritajeau H. Butterworth was chosen to be the board's new chairman, succeeding Henry Caughen. New Jersey businessman Alan Sagner was elected vice chairman, succeeding Dallas foundation executive Carolyn Bacon.

MGM Television's upcoming syndicated weekly *Poltergeist: The Legacy* is following in the footsteps of MGM's new first-run anthology *The Outer Limits*. *Poltergeist* will bow on Showtime early next year before hitting the broadcast airwaves in September. MGM officials say the unusual arrangement helped create early publicity for *The Outer Limits*, which debuted in syndication last weekend after 21 episodes ran on Showtime.

WASHINGTON

Jackson weighs in

Jesse Jackson is in the act. The head of the Rainbow Coalition and sometime presidential candidate is pressuring Disney and Westinghouse for minority-employment and possibly programming concessions as they try to win FCC approval of their mergers with CapCities/ABC and CBS, respectively. On the point for Jackson is David Honig, who represents the NAACP on communications matters. Group W President Bill Korn confirms that Westinghouse Chairman/CEO Michael Jordan met with Jackson two weeks ago and says Westinghouse is considering his suggestions. But the fact is, Westinghouse can—and probably will—ignore Jackson, since he failed to challenge the merger at FCC before deadline. Not so Disney. Jackson can get negotiating leverage on Disney by filing a petition to deny the deal by this Thursday (Sept. 28).

Pressler's DBS push

TCI may have a Senate ally in its bid to procure DBS channels for its Primestar project. Senate Commerce Committee Chairman Larry Pressler (R-S.D.) phoned FCC commissioners last week to ask about the status of the DBS channel dispute. The commission has been deciding whether to auction channels it reclaimed from Advanced Communications. Commissioners Rachelle Chong, Susan Ness and Chairman Reed Hundt have said they favor auctions. Sources say Pressler—who phoned all three on Friday—was suggesting an alternate plan that would allow Primestar access to the DBS channels at a price well above the \$45 million TCI had expected to pay Advanced Communications for the channels.

NEW YORK

Coverage problem

Fox News is struggling to get network-caliber respect, and credentials,

to cover the 1996 Republican Convention in San Diego next summer. As of now, Fox does not have network credentials, nor the floor space and sky box that the other networks covering the convention will get. According to convention organizers, Republicans want a commitment from Fox that the network will air an amount of coverage “comparable” to that of the Big Three. That would probably mean at least one hour—maybe more—of nightly prime time coverage during the course of the convention. Fox’s dilemma: Most of its affiliates have never aired convention coverage, and only about 25% of them are now in the news business. Organizers also want Fox to be a “full participant” in the network pool for the convention. Fox sources say they expect to work out an agreement to get credentialed.

Keep out

“It’s an absolute charade that they think they can continue to legally stop it,” Eddy Hartenstein, president of DIRECTV, was overheard remarking during last week’s Satellite Broadcasting Communications Association (SBCA) Skyforum IV, referring to current Canadian law barring U.S. companies from selling direct broadcast satellite (DBS) programming in Canada. Ironically, although legally banned in Canada, DIRECTV’s pro-

graming is being illegally distributed there at its expense, the company contends. This summer DIRECTV issued cease-and-desist letters to five individuals that it claims are illegally distributing their DBS signal to some 600 Canadian residents. DIRECTV says those parties also helped Canadian subscribers disguise the location of those illegal DSS systems with electronic devices. Since Canadian law bars U.S. DBS programmers, DIRECTV hasn’t filed suit to recoup lost DSS subscriber revenue.

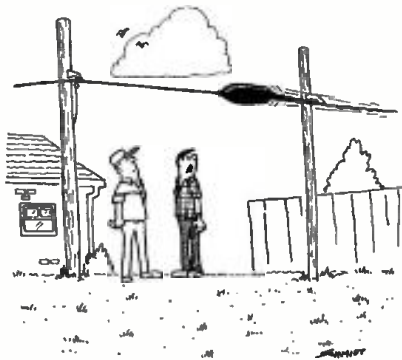
HOLLYWOOD

Sticking with starters

Part of the reason CBS may not be looking to make any quick changes in its fall schedule (see story, page 12) is that the network has only two shows, *Rescue 911* and *Diagnosis Murder*, available to use right now. According to Leslie Moonves, president, CBS Entertainment, two other series—hour drama *Matt Waters*, starring talk show host Montel Williams, and comedy *High Society*—will not be ready until late October.

Surf’s up, Athena

Among the new first-run action hour offerings at NATPE next year will be *Huey and the Beach Gods*, a co-production of ACI and Village Roadshow Pictures Television, the newly expanded TV production arm of Australia’s largest entertainment conglomerate. VRPT President Jeff Hayes describes the show as a “fun, 8 p.m. adventure show about a Jim Carrey-type bumbling character who ends up working with the Greek gods to save the world from the furies unleashed when Pandora’s box is opened.” No casting decisions have been made, but Hayes says that Zeus, Hermes, Aphrodite and other legendary inhabitants of Mount Olympus will have regular roles. *Huey and the Beach Gods* will be filmed on Australia’s Gold Coast at the Warner Roadshow Studios.



Drawn for BROADCASTING & CABLE by Jack Schmidt
“Uh, oh—it looks like the cable company fired another bullet down the line.”

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Getting nowhere fast

Things are getting out of hand. The chairman of the FCC is so determined to achieve quantitative guidelines on children's TV that he'll harangue any audience, twist any arm, use any lever to achieve an end that many feel not only unconstitutional but unwise. The senior commissioner counters the chairman at every turn. Henry Geller, a Washington monument of communications policy, has used his great talents and the moment's advantage to extract a "voluntary" promise on children's television from one of the nation's leading licensees, and is in the process of bringing a second to heel. Congress is sending letters to the FCC demanding to know what's going on. Washington watchers worry that regulation by contract—or intimidation—may replace the rule of law.

This is no way to run a telecommunications railroad. Given the current antagonisms, terrible precedents are in danger of being set. They could take years to undo, if they're undoable.

Quantitative guidelines are a terrible idea, to begin with. Chairman Hundt argues forcefully that they are superior to vague guidelines, in that the government need make no judgment about how well a broadcaster performs. Requiring three hours of mediocre television from every station in the country may give the FCC a standard by which to judge TV, but it will do nothing to lift the nation or its children from the mire—if indeed that's where they are. As for us, we'd rather fight a vague guideline any day; with the help of the First Amendment, at least you stand a chance in court.

Another flaw in the chairman's argument is that he believes government can be contained. Just give us three hours of children's educational TV and, oh, some free time for political broadcasting and that will be it in fulfilling your public interest obligation; after that you can run the medium as venally as you please. Reed Hundt won't be out of office before he thinks of something else to put on the list, and generations of FCCs to come will line up to trump his aces.

The First Amendment will—we hope—see broadcasters through in avoiding such infringement in program discretion. It should not, however, be used as a shield by broadcasters hoping to avoid public interest obligations on their own. This page returns with some frequency to the R-word—responsibility—to describe the appropriate attitude broadcasters should take toward the important issues of their time. Important not only to Reed Hundt, but to every citizen of every age. Children's TV, certainly. The curtailing of gratuitous sex and violence. Addressing a list of social problems as long as the evening news.

We think there are reasonable solutions out there, regarding both children's TV and broadcaster adherence to the obligations of a public trustee. Reed Hundt doesn't think that process has gone well in the last century (since Marconi started thinking about radio). "The pace of advances in communication technology has far outstripped the capacity of the legal community to formulate laws and procedures to deal with the varied and complex issues that have arisen at a faster and faster pace," he said last week. With respect, Mr. Chairman, we think the answer is fewer laws, not more. More responsibility, not more resistance to regulation. More consensus on the eighth floor. And no deals at all in the back room.

Fair enough

"The world of television, from broadcast networks to syndication, to cable, to home video, is not as violent as we had feared and not as wholesome as we might have hoped. There is room for substantial improvement." Thus read the first report from UCLA's monitoring of TV violence.

The television industry should not look at this study as a defense of business as usual. But the findings also make one thing clear: The current "crisis" mentality toward television, the fruits of which have been the push for bans, harbors and V-chips, is not justified.

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