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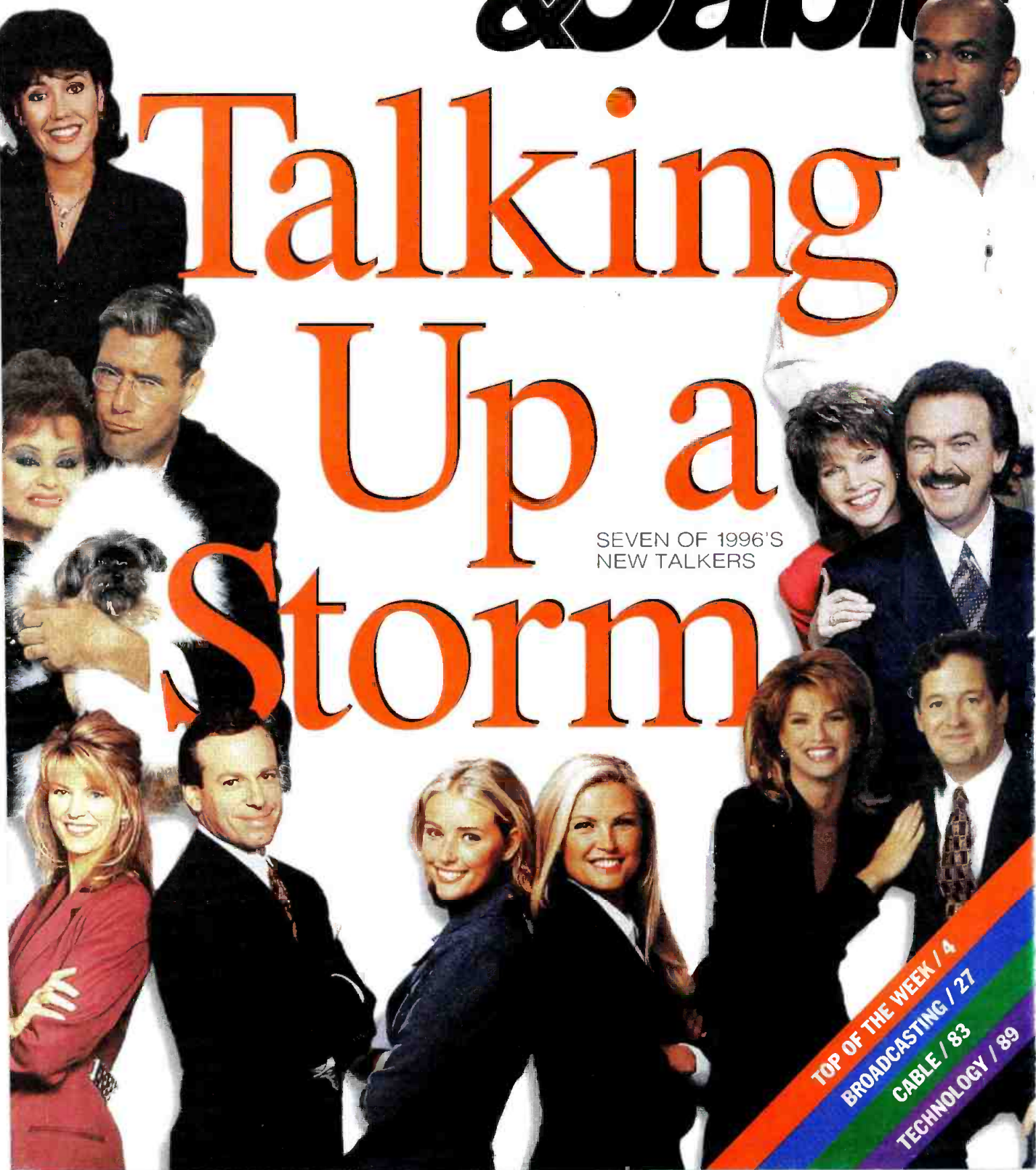
# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 125 No. 50 65th Year 1995 A Cahners Publication

# Talking Up a Storm

SEVEN OF 1996'S  
NEW TALKERS



TOP OF THE WEEK / 4  
BROADCASTING / 27  
CABLE / 83  
TECHNOLOGY / 89

A close-up photograph of a hand holding a large, bright yellow sign that reads '90%'. The sign is held between the fingers and thumb of a hand with light-colored nail polish. The background is a solid, dark blue color. The sign is the central focus of the image, with the hand positioned above and below it.

# 90%

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But Now That  
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That Margin To...

We Have Two Words,  
Only Oprah.

---



When Oprah  
Beat Her Closest  
Competitor By...

**76%**

We Were Thrilled --



# Fast Track

Must Reading from  
BROADCASTING & CABLE  
December 11, 1995

## TOP OF THE WEEK



Former CBS Entertainment president Jeff Sagansky's future at Sony was clouded with the resignation of chairman Mickey Schulhof. / 16

**ABC enters 24-hour news race** NBC reiterated its plans for a 24-hour domestic news service last week after ABC said it would launch such a service in early 1997. However, both networks have many details to work out before they become competitors of CNN. / 4

**Telco bill faces Tuesday deadline** Conferees on the telecommunications-reform bill meet tomorrow and have resolved to settle their differences by the end of the day. / 10

**Talk-targeters name names** Senators Sam Nunn and Joseph Lieberman and former education secretary William Bennett have targeted advertisers on talk shows they say offer "cultural rot" and "sensationalistic dirt." Among the companies being singled out are General Mills and Warner Lambert. / 17

**Struggle over TW/Turner** Telcos and cable companies are wrangling for guarantees of programming deals before the FCC OKs Time Warner's acquisition of the Turner Broadcasting System. / 22

## BROADCASTING

**New reality: From beach to bench** *Lifeguard*, a real-life look at lifeguards on duty, and *Hot Bench*, a courtroom reality strip, are the latest reality offerings for next fall. / 28

**New Line renews three freshmen** Despite generally lackluster ratings, TBS's New Line Television is renewing *Nancy Drew*, *The Hardy Boys* and *Court TV: Inside America's Courts*. / 32

**Personalities on the move in Chicago** In programming moves expected to change the Chicago radio market, Tom Joyner and Doug Banks will move to two Evergreen-owned FMs. / 44

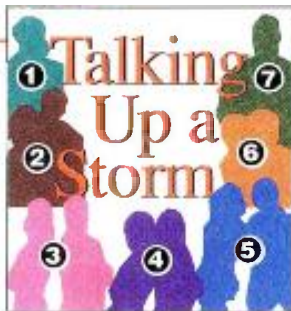
## COVER STORY

### Veterans hang tough

The old guard of daytime afternoon talk shows has beaten back the onslaught of youth sparked by *Ricki Lake*'s meteoric rise last year. Observers say the genre's growth is limited by the sheer number of shows vying for a piece of the ever-shrinking broadcast TV audience. / 50

### Cleaning up their act

The latest batch of talk/variety strips promises good clean fun and substantive discourse, in contrast to the controversial topics explored by last season's new shows. However, none of the new shows for next year is boasting major clearance levels yet. / 56



On the cover, new talkers for '96: 1. 'Maureen O'Boyle' 2. 'Jim (J.) and Tammy Faye' 3. 'He Said, She Said' 4. 'J&I' 5. 'Scoop with Sam & Dorothy' 6. 'Crook & Chase' 7. 'Teddy Carpenter' / 56

## CABLE

### Welcome to the country

Cable gains a second dedicated C&W music-and-entertainment channel as Jones International Networks launches Great American Country later this month. / 85



HBO was the big winner at the 17th annual CableACE awards, garnering 27 trophies, including four for 'The Larry Sanders Show' starring Gary Shandling (pictured above right with HBO Chairman Jeff Bewkes). / 84

## TECHNOLOGY

### Newsroom automation in the works for

**Hearst** Hearst Broadcasting will buy \$1.5 million of Avid Technology's TV newsroom automation systems for use in stations in Kansas City, Baltimore and Milwaukee. / 90

### Warner Cable ARMs itself

Warner Cable of Milwaukee has adopted a new strategy against cable piracy: the hand-held ARM device, which tracks unauthorized connections to cable taps. / 92

## Telemedia Week

### QVC offers bargains online

Turning from TV to the home computer, QVC promises thousands of brand-name items in an easy-to-use electronic catalogue on The Microsoft Network. / 94

Changing Hands .....	40	Editorials.....	118
Classified .....	97	Fates & Fortunes.....	114
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## Networks rev for 24-hour news

ABC, NBC plan services, seek distribution; CBS may also challenge CNN dominance

By Steve McClellan

**T**ed Turner said two weeks ago that he would "squish Rupert Murdoch like a bug" if Murdoch's Fox tried to launch a 24-hour domestic news service. Turner may instead have to call in an exterminator.

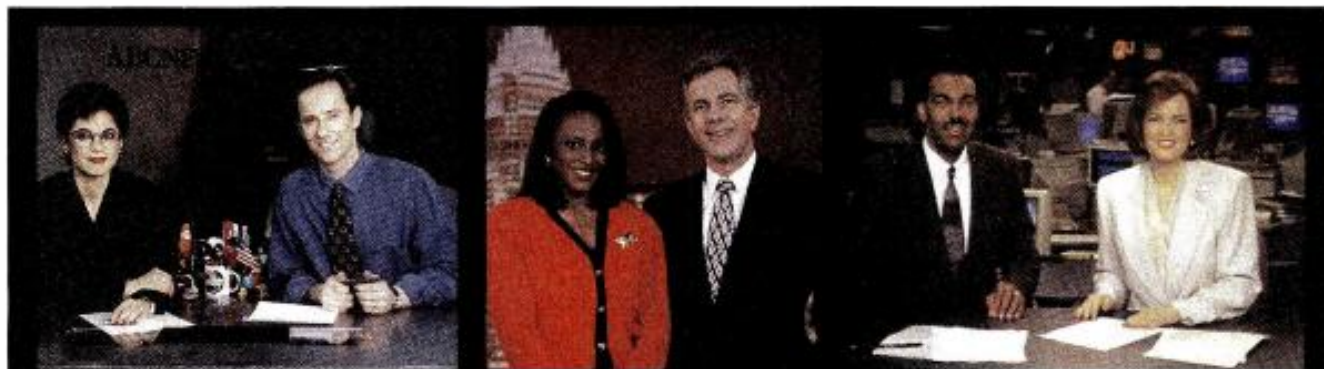
ABC and NBC, which already have potent domestic and international news infrastructures, are also getting into the

"biggest challenge" facing the launch of the new ABC service (see box, page 6).

In addition to CNN and CNN Headline News, the Conus/Viacom venture All News Channel is on cable, but also goes out over-the-air (to full-service and low-power stations) and over Hubbard's DBS service, United States Satellite Broadcasting. "It ain't a way to get rich and go to heaven fast," says Conus President Chuck Dutcher of the

bargaining chips in retransmission consent negotiations. But it's a complex process, since both networks have broadcast partners in existing retransmission agreements. Hearst, for example is a partner in ESPN, and Hearst and NBC are partners with ABC in Arts & Entertainment.

Iger said the company didn't rule out taking on additional equity partners (beyond the affiliates) but insisted



ABC's 'World News Now' with Thalia Assuras and Kevin Newman

'NBC Nightside' with Tonya Strong and Tom Donovan

CBS's 'Up to the Minute' with Rick Jackson and Nanette Hansen

### Ready for news action

The big-three network news operations all have the apparatus in place, or much of it anyway, to launch 24-hour news services. All have extensive affiliate newsfeed operations from which local stations access video around-the-clock. Three years ago, all three also launched four-hour overnight news shows: 'NBC Nightside,' ABC 'World News Now' and CBS's 'Up to the Minute' (shown above). The missing link for the planned all-day news services is cable channel capacity, forcing ABC and NBC, which are actively developing news channels, to scramble for distribution outlets.

round-the-clock news business.

ABC last Tuesday announced plans to launch a 24-hour domestic news service in early 1997, which prompted NBC to restate its intention—announced a year ago—to launch a similar service by year-end 1996. Although Westinghouse's CBS has other priorities, like rebuilding the core business, company officials told analysts last week that it would look at opportunities to build new cable services, possibly a news network.

But clearly NBC and ABC are farthest along in planning their services, although both networks still have many details to work out.

The biggest issue is distribution. Channel capacity is scarce, and as Capital Cities/ABC President Robert Iger said last week, distribution is the

24-hour news business.

Indeed, with the capacity crunch, it is likely that any news services that launch in the next year will have to use the ANC distribution model and seek multimedia outlets to get significant coverage. Iger said ABC executives are holding talks with the telco ventures exploring video ventures, presumably including the Bell operating companies aligned with soon-to-be CapCities/ABC parent Disney and the Tele-TV consortium (Nynex, Pactel and Bell Atlantic).

NBC refused comment on a *Wall Street Journal* report that it was in talks with Microsoft about partnering with the computer company in the service and jointly creating an online service that would be linked to the news operation.

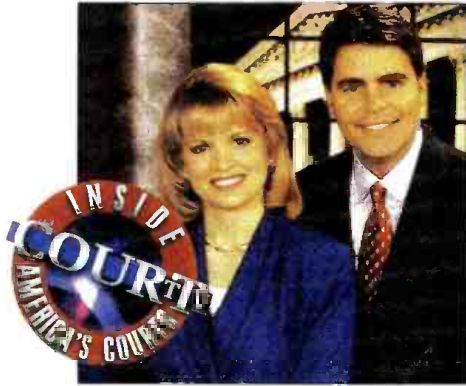
It's evident that both ABC and NBC expect their news services to become

that equity deals would not make or break the network. "We certainly are interested in distribution, and to the extent that someone comes forward and offers us that in exchange for some equity, I think we'd have to consider it," he said.

ABC and NBC affiliates said they supported their networks' plans to launch the new services, and stressed that they planned to participate as partners, both financially and in terms of contributing programming.

Andy Fisher, executive vice president, Cox Broadcasting, and chairman of the ABC affiliates' board of governors, said the board has indicated its "excitement" about the project to ABC. Still to be worked out are the equity interest, the advertising time that affiliates would get and the number of locally produced

**RENEWED!**



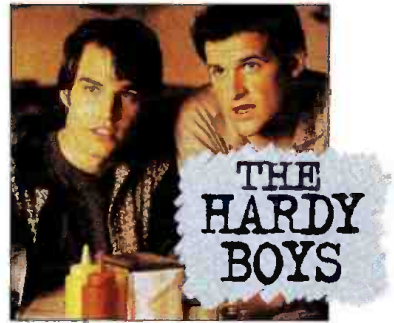
America's #1 courtroom news program.

**RENEWED!**



The CBS Saturday morning hit becomes a syndicated strip.

**RENEWED!**



Nancy Drew and The Hardy Boys "pack surprisingly potent mysteries." People

# NEW LINE ANNOUNCES MORE OF THE SAME OLD THING!

It's more than we could have asked for! All of our franchise properties have been renewed for 1996-1997. Who ever said more of the same old thing wasn't great!

**RENEWED!**



Nancy Drew and The Hardy Boys are among the "10 Best New Shows for Kids." TV Guide

**RENEWED!**



The critically acclaimed FX program is extended to 22 episodes.

**2 DUMB 2 CANCEL!**



Harry and Lloyd continue their comic misadventures on television.



NEW LINE TELEVISION

inserts they would contribute.

"The combination of local and network news over the air has clearly been the generator of the greatest audiences for information programming in this country," said Fisher.

ABC News President Roone Arledge, who is overseeing the new service, estimated that affiliates would contribute five to 10 minutes of programming per hour.

Ron Loewen, vice president and general manager, NBC affiliate WIS-TV Columbia, S.C., expressed his strong support and discounted concerns about possible dilution of the programming that affiliates offer locally. "I want my station's brand extended, and this is a great way of doing that," he said.

Meanwhile, CNN executives say they look forward to whatever new competition emerges. "It will encourage our new owners [Time Warner] to see what our competitive needs are, so I welcome it," says Ed Turner, executive vice president, CNN. ■

### All-news deja vu

No need to tell ABC about the risks of the 24-hour news business.

Thirteen years ago, ABC and partner Group W launched Satellite News Channel in a direct challenge to Ted Turner and his then two-year-old CNN. But 16 months later, the broadcast partners abruptly called it quits, selling out to Turner for \$25 million. It was reportedly losing money at a \$35 million-a-year clip.

What ABC and Group W learned the hard way was that they were not competing against a news service, but against the dominant personality in the cable industry at the time.

Turner responded to the ABC/Group W threat with a copycat service, CNN Headline News. He then went to work on the cable operators, begging them to ignore the cable outsiders and stick with him. It was an appeal many couldn't resist.

Group W and ABC blamed the failure on a lack of advertising. But most believe it was Turner. "I think you can liken me to Ho Chi Minh," he said on the day of his victory. "We fought like guerillas and the flag is still flying in front of TBS." —HAJ

## MSOs say space, redundancy are problems for new channels

Major cable MSOs say they are interested in new 24-hour cable news channels, but warn there is currently little room for them.

"They've got an uphill struggle," says Dick Aurelio, president, Time Warner Cable of New York. "Until digital compression comes, cable operators are looking to diversify rather than duplicate existing programming. [The networks are] going to have to convince people that [their material is] different than news you already get from CNN."

"It's not an easy decision to say, 'I'll drop one of the CNN channels and take ABC, even if it turn[s] out to be a compelling product,'" says Aurelio. "Cable operators are loath to do that because there's always a loyal [subscriber] constituency for everything they have."

"Cable systems want them, but there's no capacity," says Patrick J. McCall, vice president/general manager, Garden State Cable TV, a New Jersey-based MSO. "My first choice is to broaden our range of programming, to add things that expand our product horizontally rather than vertically. I'm sure ABC and NBC don't want to think of themselves as just adding to a vertical stack of existing news services."

**"They've got an uphill struggle. Until digital compression comes, cable operators are looking to diversify rather than duplicate existing programming."**

**Dick Aurelio, president, Time Warner Cable of New York**

Also complicating the carriage issue: TCI, Time Warner and other top MSOs are major shareholders in CNN owner Turner Broadcasting System. "Everybody out there has been protecting Ted Turner," says Chuck Dutcher of All News Channel, a six-year-old news service that has gotten the cold shoulder from cable.

The networks must be taking "a long-term view, because it's not going to happen fast," says Michael Egan, vice president, programming, Cablevision Industries. But they must figure "they have enough leverage and clout that over time, they will gain distribution through packaging, sale of their other services and retransmission consent."

Bob Thomson, TCI's vice president, communications and policy planning, says the MSO is "keeping an open mind," but advises the networks to check out alternative means of distribution. "There are a lot of other ways they can reach the marketplace other than through cable. It's no longer possible to say cable is the gatekeeper of any service. If they don't succeed in cable, they may well try some of the others."

One possible alternative outlet is the telephone companies, which are entering the video business. ABC should be able to win inclusion in the programming package being put together by Disney on behalf of Ameritech, GTE, BellSouth and SBC Communications. Disney and Capital Cities/ABC are in the process of merging.

Tele-TV Media, the programming arm of Bell Atlantic, Nynex and PacTel, has discussed carrying new news channels for ABC, NBC and Fox, says Tele-TV Media COO David Grant. But he says there is probably only room for one additional service. "You look at CNN's numbers and wonder where the viewers would come from."

NBC has hinted that it may use one of its two cable channels—CNBC and America's Talking—as a launch platform. America's Talking reaches 20 million homes; CNBC, 55 million. NBC is also reportedly looking at online distribution. It has a strategic alliance with Microsoft and maintains a news-and-entertainment service on the Microsoft Network. —JM

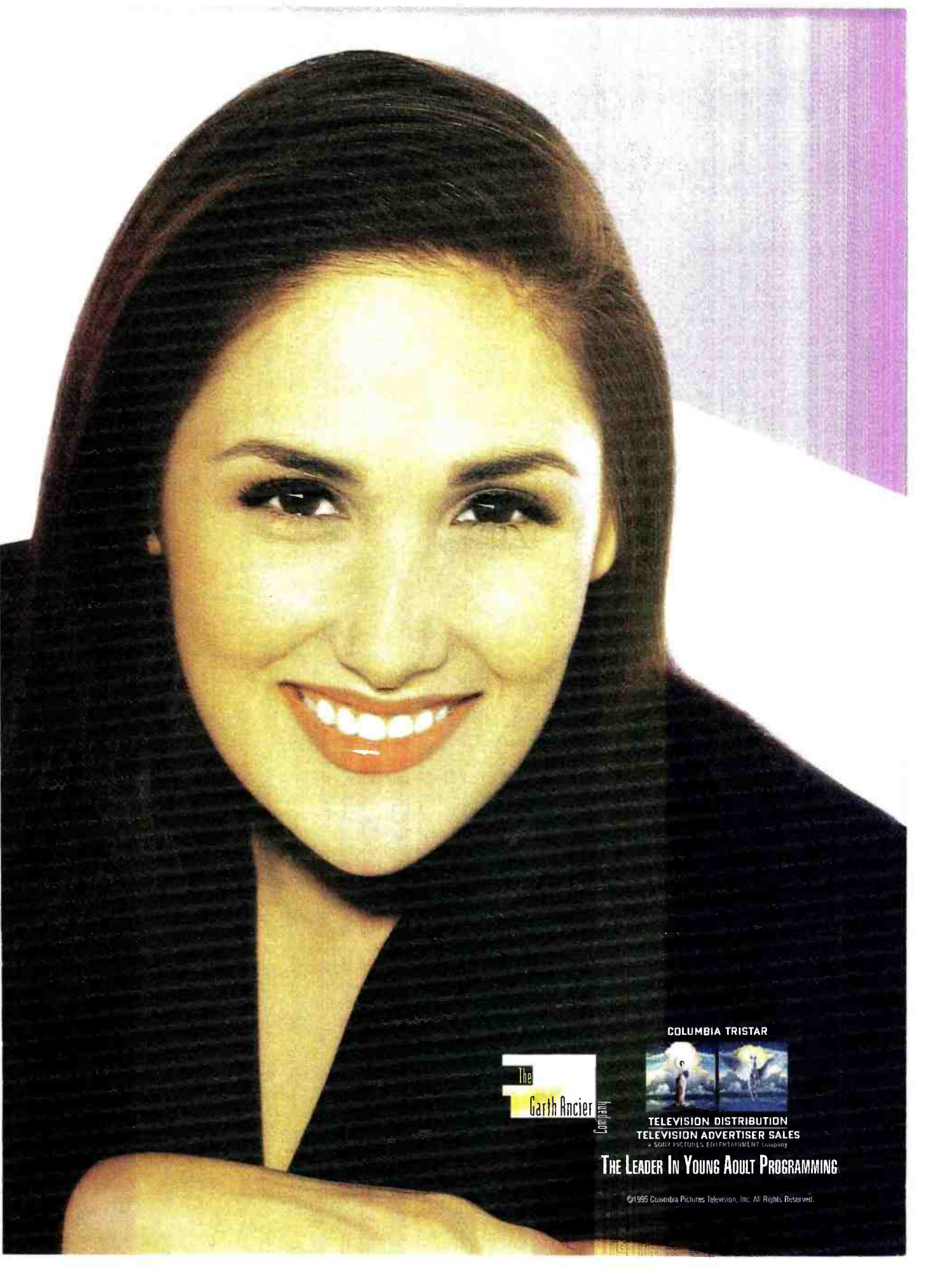


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shows...**

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THE LEADER IN YOUNG ADULT PROGRAMMING

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# White House wants TV auction in 2002

Administration sees switch to digital complete by 2005

By Christopher Stern

If the White House has its way, there will be nothing leisurely about the transition to digital television.

In an effort to raise \$13 billion for the federal treasury, the Clinton administration last Thursday proposed auctioning spectrum in 2002 now used by broadcasters. The plan counts on broadcasters completing the switch from analog to digital TV by 2005. The administration wants to speed the transition so that revenue from the spectrum sale can be included in its seven-year plan to balance the federal budget.

The National Association of Broadcasters vehemently opposes the plan, saying it jeopardizes the future of over-the-air television and overnight will render obsolete millions of television sets. Current analog sets are incompatible with a digital transmission standard.

referred to the proposal as the "Clinton TV Tax." The first generation of digital sets will cost at least \$850, and set-top converters will cost approximately \$150, according to the NAB. There are 220 million sets now in use.

Others dispute the NAB's numbers, claiming that by 2005 a majority of Americans will already have acquired digitally compatible TV sets through normal buying patterns. In 1994 U.S. consumers bought 24.7 million TV sets, according to the Electronic Industries Association.

Broadcast lobbyists say the Republican leadership has promised to fight the White House proposal. However, some Republicans, including Senate Commerce Committee Chairman Larry Pressler (R-S.D.), are ready to auction spectrum now.

Pressler successfully fought for a provision that was included in the now-vetoed federal budget which

required the FCC to study the feasibility of an upfront auction of the digital spectrum. Under his proposal, broadcasters would have to bid at auction for the second channel they need to make the transition to digital. ■



"Simple math will tell you that in order for consumers to continue receiving free over-the-air television, they will need to spend \$187 billion to replace their TV sets or at least \$33 billion simply to have digital set-top converters," said an NAB alert, which

## Tuesday deadline set for telco bill

Eight-year license renewal cycle, V-chip get OK; Pressler vows to resolve remaining issues

By Christopher Stern

House and Senate telecommunications-reform bill conferees will meet tomorrow (Dec. 12), having pledged to "resolve remaining outstanding issues" by the end of the day. That promise was made in a memo late Friday from Senate Commerce Committee Chairman Larry Pressler.

Conferees made substantial progress last week in reconciling House and Senate versions of the bill, approving a package of 33 agreements including:

- Eight-year license terms for radio and TV.
- Streamlined license renewal. Licensees would be subject to competing applications only in cases where there were serious violations of FCC rules or "patterns of abuse."
- V-chip. Approved was the House

version, which requires every TV set sold in the U.S. to come equipped to block violent and sexually oriented programming. The provision also sets up a national ratings system, but does not require broadcasters to employ it.

Congressional staffers also have worked out an agreement that would delay cable rate deregulation for at least three years, but the conferees have not blessed the agreement with a formal vote.

The conference has failed to settle the thorny issue of broadcast ownership reform. The Senate and the House have agreed to increase the national audience cap from 25% to 35%, but the House wants the FCC to have the authority to increase the cap even further. The Senate, led by Senator Ernest Hollings (D-S.C.), wants any further increase to require congressional approval.

Conferees also are trying to work out

a compromise on radio ownership. The House and the Senate voted to eliminate all national and local ownership restrictions for radio, but some members want to reinstate limits on radio ownership.

One proposal last week would limit a broadcaster to three AM and three FM stations in a market. The proposal is seen as the first offer in a complex negotiation that will be tied to other aspects of the crossownership issue.

The House and the Senate also have not agreed on an approach to broadcast/cable crossownership or TV duopoly. Sources say Hollings supports a tough FCC test for UHF/VHF duopolies and opposes House proposals to allow a broadcaster to own two VHF's.

Staffers also were working on compromise language that would allow a cable company to own a broadcast station in the same market. ■

**WOMAN RESCUED FROM  
CAR EXPLOSION!**

**COUPLE PULLED FROM MUDSLIDE!**

**GIRL STOPPED FROM  
SUICIDE OFF PIER!**

**HOSTAGE SAVED  
FROM KIDNAPPER!**



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DAY AT TH**

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# JUST ANOTHER E BEACH.

Nothing pulls an audience like police reality strips. But the fact is, while they get ratings, their dark setting and hardcore content make it hard to watch and harder to sell. Until now!

Introducing "Lifeguard," the reality strip that puts action and suspense in a brand new light. An advertiser-friendly show combining the appeal of real-life stories with the appeal of the world's most exotic locations.

"Lifeguard," the brand-new franchise that makes programming reality a day at the beach.

## ALREADY SOLD IN OVER 25% OF THE COUNTRY

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SEATTLE	KING	ALBUQUERQUE	KASA
CLEVELAND	WUAB	LOUISVILLE	WHAS
ST. LOUIS	KDNL	FRESNO	KMPH
SACRAMENTO	KPWB	AUSTIN	KXAN
PORTLAND	KGW	HONOLULU	KFVE
INDIANAPOLIS	WISH	DES MOINES	KDSM
HARTFORD	WTNH	SPOKANE	KREM
CINCINNATI	WXIX	OMAHA	KPTM
COLUMBUS	WSYX	TUCSON	KTTU
GREENVILLE	WFBC	CHAMPAIGN	WAND
SAN ANTONIO	KRRT	FT. WAYNE	WANE
GRAND RAPIDS	WOTV	RENO	KREN
NORFOLK	WAVY	BOISE	KTVB
W. PALM BEACH	WFLX	BAKERSFIELD	KMPH

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# TV network ads to top \$13 billion in '96

Forecast by McCann-Erickson's Coen shows 12.5% jump for ABC, CBS, NBC, Fox

By Steve McClellan

Advertising sales for the major television networks (ABC, CBS, NBC and Fox) will grow a combined 12.5% in 1996, to \$13.05 billion, predicts Robert Coen, senior vice president and director of forecasting at McCann-Erickson, the New York-based ad agency.

If the bullish projection holds, it will mark the third consecutive record-growth year for network TV advertising and almost \$3 billion in revenue growth since 1993. In 1994 network TV adver-

tising grew 7.4%, to \$10.9 billion. The growth pace for the first nine months of 1995 is 2.5% compared with last year.

Sales gains in 1996 will be spurred by the summer Olympics in Atlanta and the election campaigns. "Undoubtedly some unforeseeable moderating forces will appear sometime before the end of next year," says Coen. "Nevertheless, the majority of the indicators point to very strong growth in national advertising in 1996."

Spot TV will grow 8%, to \$10.1 billion, and local broadcast advertising will grow 8.3%, to \$20.4 billion, Coen predicts. He says cable and syndicated TV sales will grow a combined 14%, to \$5.3 billion, while radio will grow 7.5%, to \$2.7 billion.

Spot TV will get the most benefit from political spending—perhaps \$400 million of the \$500 million the Television Bureau of Advertising predicts will be spent.

Coen says that the record network TV upfront commitments and excep-

tional rise in prices also indicate big spending increases in 1996. It also is evident, he says, that "more marketers are pulling back from trade and consumer promotional competitive tactics [that] have long been recognized as counterproductive. The role of advertising is re-emerging in the U.S. marketplace."

NATIONAL ADVERTISING OUTLOOK FOR 1996		
	% change from 1995	est. 1996 (000,000)
Four TV Networks	+12.5%	\$13,050
Spot TV	+8.0%	10,105
Cable & Syndicated TV	+14.0%	5,290
Radio	+7.5%	2,690
Magazines	+9.8%	9,560
Newspapers	+5.5%	4,250
CONSUMER MEDIA SUBTOTAL	+10.1%	\$44,945
Direct Mail	+6.0%	\$34,875
Yellow Pages	+7.5%	1,510
Other National Media	+7.9%	21,185
<b>TOTAL NATIONAL MEDIA</b>	<b>+8.2%</b>	<b>\$102,515</b>

Source: McCann-Erickson

## Shamrock to fold rep

Shamrock Radio Sales, the dedicated rep firm launched by Shamrock Broadcasting under the management of The Interep Radio Store, is expected to close within the next few weeks. Shamrock Radio Sales, formed last May, exclusively represented national ad sales for the group's 19 radio stations. Radio industry sources say Chancellor Broadcasting, which agreed to purchase Shamrock's 12 FM and seven AM stations last summer, will turn representation of the stations over to Sentry Radio Sales, a full-service rep firm launched by the Katz Radio Group earlier this month.

That may occur as soon as Jan. 6, according to an Interep source, depending on how soon Chancellor can raise the money to close on its acquisition. The move would shift an estimated \$35 million in annual billings by Shamrock stations to Sentry. Sentry's first clients were 16 stations owned by Bonneville International Corp., that bill an estimated \$30 million annually, according to KRG. In a press release, Katz said Sentry would sign additional clients by the end of 1995 to generate up to \$65 million in annual billings.

Interep chairman/CEO Ralph Guild said his company's contract with Shamrock extends through 2000, and would be terminated if Chancellor moves Shamrock's stations to Sentry. —DP

## Music strip in works from KW

Jellybean Benitez will serve as executive producer

By Cynthia Littleton

King World Productions has teamed with pop music mogul Jellybean Benitez to produce a new music-oriented strip aimed at the MTV audience, sources said last week.

King World officials declined to comment on the project, but industry sources say the show is tentatively titled *Off the Hook* and is being readied for a fall 1996 launch. Benitez, who has produced hits for Madonna (including her first album), Whitney Houston and other top stars, developed the concept and will serve as executive producer.

Sources familiar with the project say that *Off the Hook*, aimed at early fringe time, is something akin to *American Bandstand* mixed with comedy bits and magazine-style segments on fashion trends, celebrity news and interviews.

A presentation tape shot at Manhattan's Palladium nightclub featured male and female co-hosts Damon and Nova, but it was unclear if the one-name models are in line to be among the five regular hosts planned for the hour strip.

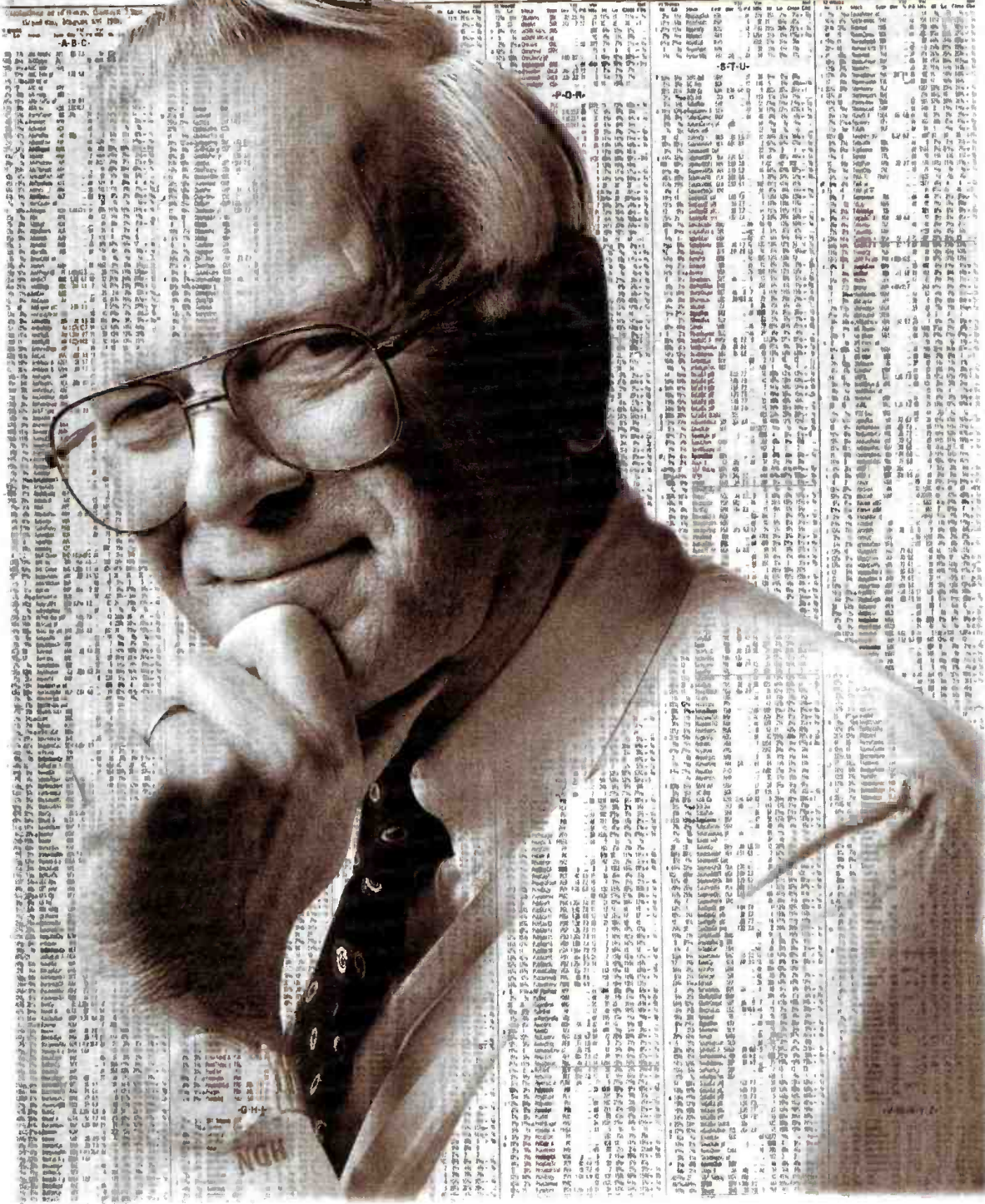
Benitez's stature in the music business is on the rise, with the launch last month of his New York-based record label and music publishing outfit, H.O.L.A. Recordings, distributed by PolyGram.

Station and rep sources say *Off the Hook* has a cutting-edge feel that could be a welcome counterprogramming alternative to the numerous talk shows and off-network sitcoms in early fringe.

Buena Vista Television is also said to be developing a pilot for a late-night music show (see "Closed Circuit," page 117).



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# Rearranging the executive suite at Sony

*In wake of Schulhof resignation, Sagansky gets less-than-rousing support from Japan*

By Steve Coe

The future of Jeff Sagansky, executive vice president of Sony Corp. of America, uncertain for two days following the resignation of company chairman/CEO Mickey Schulhof, was somewhat resolved in a statement released last Friday by Nobuyuki Idei, president/COO, Sony Corp.

The statement, which read more like a clarification of Sagansky's duties at the company rather than a strong vote of confidence, Idei said the former number two to Schulhof would assist Idei in overseeing SCA operations. "In the United States, our three largest businesses are Sony Electronics, Sony Pictures Entertainment and Sony Music Entertainment. Carl Yankowski, Alan Levine and Tommy Mottola, presidents of these units, respectively, are all doing very well. I will be chairing the Sony Corp. of America executive committee and will be making reg-



Sony's Jeff Sagansky

ular trips to the U.S. to fulfill this role.

"Mr. Sagansky, under my direction, will also continue to coordinate Sony Corp. of America's overall strategic efforts and oversee Sony Retail Entertainment, Sony New Technologies and SW Networks, an entity that has made great progress since its inception one year ago."

Yankowski, Levine and Mottola will join Sagansky on the SCA executive committee, according to a Sony spokeswoman.

The former CBS Entertainment president's future became clouded on Wednesday, the day after Schulhof's resignation, with the release of a memo to Sony employees from Norio Ohga, Sony Corp. chairman/CEO, and Idei. In the memo, the two top-ranking Sony executives gave Alan Levine, president/COO of Sony Pictures Entertainment, a solid vote of confidence and conspicuously omitted Sagansky.

"Looking ahead, we are placing our

full support for Alan Levine and his team to continue their focus on technological innovation, production distribution and asset value expansion, and overall profitability for SPE's vast entertainment library," read part of the memo. "With your assistance, we are confident that the positive financial performance and momentum established by Mr. Levine and his team over the past 12 months will be continued."

According to sources, the departure of Schulhof and the nod to Levine indicate that the Tokyo-based Ohga and Idei are interested in a more streamlined reporting structure, with Los Angeles-based SPE and Sony Music reporting directly to Tokyo rather than through New York as was the case under Schulhof. If that scenario plays out, Sagansky's position at the company would appear to be superfluous. Also to be decided is whether Levine will ascend to the chairman/CEO position at SPE that has remained vacant since fall 1994 when Peter Guber left the company.

How the new reporting structure will affect Sony's various television operations also remains to be seen. With the nod to Levine and his management team at SPE, observers say lower-level executives should be unaffected.

The ouster of Schulhof won't have an immediate effect on Sony's broadcast hardware business, represented by the Business and Professional Products Group. BPPG will continue to be headquartered in Montvale, N.J. ■

## Korn details finances of CBS stations

By Steve McClellan

CBS Station Group President Bill Korn told analysts last week that the television and radio groups would achieve 50% operating-cash-flow margins within four years. To do that, he said, will require a combination of cost reduction (some \$60 million for the radio group alone) and revenue expansion (\$25 million for radio).

"This business is not rocket science," said Korn. "It's hands-on, tough-minded management. You don't let your costs inflate as fast as your revenues year in and year out."

In 1994 the Westinghouse radio group had margins of 41% (second in the industry behind Infinity Broadcasting's 48%), while the CBS radio group

had a 29% cash-flow margin. Korn shared those figures with analysts, he said, to "illustrate what the opportunities are." Korn also said there was a 10- or 12-point "margin opportunity" within the CBS television station group. During the past three years, he said, Group W has doubled its profit and improved margins by 10 points.

On the television side, in the top three markets CBS stations had 1994 margins of 44%, versus 62% for ABC and 53% for NBC. In markets 4-6, Group W stations had margins of 52%, versus 51% for NBC, 49% for ABC and 42% for CBS.

Korn told analysts that KYW-TV Philadelphia and WBBM-TV Chicago had equal revenues of roughly \$84 million, but that KYW-TV had 20% higher

margins. During the past four years, he said, Group W has trimmed costs by about 13%, and significantly more adjusting for inflation.

Korn's comments came at the same meeting in which Westinghouse reported it was putting up for sale its defense electronics business and a smaller unit that will yield \$3.2 billion-\$3.5 billion in cash, which will all be applied to debt reduction. With the disposal of those assets, expected no later than the end of the second quarter, the company's broadcasting-related assets will contribute 65% of its total cash flow.

Westinghouse Chairman Michael Jordan said Westinghouse planned to "quickly" pay down 70% of the \$7.5 billion debt taken on to buy CBS. ■

# Talk targeters name names

By Christopher Stern

**D**issatisfied with their first effort to reduce the amount of "cultural rot" and "sensationalistic dirt" on TV, two senators and a former government official are naming names.

Senators Joseph Lieberman (D-Conn.) and Sam Nunn (D-Ga.), backed by former education secretary Bill Bennett, singled out companies including Warner Lambert, General Mills and Smithkline Beecham for supporting controversial talk shows with their advertising dollars. The group first raised the issue in a press conference six weeks ago.

Among the targeted shows are *Jenny Jones*, *Sally Jessy Raphael*, *Jerry Springer*, *Montel Williams*, *Mauvy Povich*, *Geraldo*, *Charles Perez*, *Rolonda*, *Ricki Lake* and *Richard Bey*.

Making good on an earlier threat, Bennett's conservative public interest group, Empower America, announced last week it was launching a \$50,000 radio and TV campaign that names advertisers which support "trash TV."

There is evidence that the antitalk efforts already have had an impact. Since October, Procter & Gamble, Kraft and Sears, Roebuck & Co. have announced they will no longer advertise on shows targeted by Empower America.

Shortly after last week's announcement, Bennett said he would recut Empower America's television commercial to remove a reference to the Three Musketeers candy bar. Bennett announced the change after Mars Inc. (the maker of Three Musketeers) issued a statement supporting his group's mission: "We are offended by these controversial daytime television talk shows.... They are inconsistent with our values and are not vehicles with which we want to be associated."

Procter & Gamble and Sears also announced that they were withdrawing from the targeted programs.

Several talk TV producers declined to comment on the issue last week. Tribune Entertainment said that neither *Geraldo* nor *Charles Perez* should be "lumped with the shows targeted by Senator Lieberman and Bill Bennett." Like other producers over the past month, however, Tribune acknowledged there is room for improvement.



The Empower America team, Senator Lieberman, Bill Bennett and Senator Nunn, has taken to the airwaves to name advertisers on their 'trash TV' hit list.

"We have taken a number of steps to improve our broadcasts and be more responsible to the viewers."

Meanwhile, Empower America is running into strong resistance from TV stations that have refused to air its 60-second commercial. The ad does not name shows, but does name advertisers including Warner Lambert, Philip Morris and Finesse Shampoo. Only two Washington stations (WDCA-TV and WFTY-TV) have accepted the ads. Sixteen other stations in New York, Los Angeles and Washington have refused the ads, says Empower America.

But not all broadcasters feel uncomfortable with the effort. "It's great. Syndicators and TV operators all have to think about what is on the air," says Philip Jones, president, Meredith Corp. broadcast group. Although Jones is also National Association of Broadcasters joint board chairman, the NAB has taken no official position on the campaign. Jones refutes claims that Bennett and his congressional backers are making an end run around the First Amendment rights of broadcasters. "I don't see a

damn thing wrong with it," says Jones.

The campaign against talk show sleaze also was embraced in at least some offices along Madison Avenue. "Even though [the shows] generate good ratings, advertisers want an environment that reflects well on their product," says Howard Nass, of Foote, Cone & Belding. The sensational programs targeted by Bennett, Nunn and Lieberman have been losing their luster with advertisers steadily over the past six months, says Nass. During the same period, advertising rates on the shows have declined approximately 10%, he says. ■

## FCC may freeze TV facilities changes

The FCC may be placing some TV station coverage shifts on hold while it works out a digital TV channel plan.

The commission may need to temporarily bar major transmitter site modifications—such as relocations to a different part of a market—as part of an effort to match each existing channel with a new channel for digital broadcasting, an FCC official says. The official adds that the commission still is developing its allotment/assignment proposal and has made no decisions on freezing NTSC facility changes.

The FCC hopes to propose its plan at its open meeting in January.

Broadcast engineers say the scheme could require a freeze on significant shifts in NTSC transmitters in order to accurately recreate existing NTSC coverage on the new digital channels. Because factors such as a tower's height and location affect a station's coverage, significant changes to the facilities while the allotment table is being calculated can throw off efforts to match the station with a new channel that will offer the same coverage.

"At some point you have to freeze it," says the NAB's Lynn Claudy. "You've got to stop the clock," adds Victor Tawil of the Association for Maximum Service Television. Any such freeze would last from the plan's proposal to its final adoption by the FCC.

An FCC source says the commission also might elect for a "snapshot" approach, in which the commission bases its new channel table on NTSC coverage as it exists on a certain date. Subsequent changes to the NTSC facilities would be allowed, but would not be considered for the purposes of developing the allotment/assignment table.

—CM

# Critics to take aim at ATV channels

'Unfair competitive advantage' to be cited at FCC hearing

By Chris McConnell

**B**roadcasters will be fending off a few attacks on the digital channel at this week's FCC en banc hearing on advanced TV.

Testimony prepared for the Dec. 12 hearing indicates that the commissioners will hear some criticism of the current plan to give broadcasters a 6 mhz transition channel to allow them to switch to digital broadcasting.

"If the current channeling scheme is implemented, broadcasters will gain an unfair competitive advantage and reap an unearned and unconscionable windfall at the expense of American taxpayers," says Douglass Policy Institute President Faye Anderson.

"Voices on every side of the political spectrum...have made the point that giving away another six megahertz of valuable spectrum to broadcasters for the uncertain purpose of converting to HDTV would be nothing less than a national scandal," says Lawrence Grossman, president of

Brookside Productions & Horizons Cable.

Grossman is one of 25 executives who will testify before the commission on an array of digital TV issues. Speakers at the daylong hearing will be divided into four panels: "Commercial Opportunities of Digital Broadcast," "The Public Interest Convenience and Necessity," "Digital Applications" and "Impact on Consumers." The FCC also will host a series of technology demonstrations by several companies, including CBS, Sony and Microsoft.

Those making the broadcast industry's case for receiving the transition channel will include CapCities/ABC Vice President/General Counsel Alan Braverman.

"Free over-the-air broadcasting will wither if it is forced to meet...competition through technologically stale NTSC offerings," Braverman says in prepared remarks, adding that broadcasters should not incur increased public interest obligations as a quid pro quo for the loan of additional spectrum.

"Terrestrial television stations must be allotted the necessary spectrum to compete in this new and developing video environment," says Hubbard Broadcasting Chairman/CEO Stanley S. Hubbard. "Broadcasters cannot survive if they cannot serve both the old analog audience and the new digital audience during the transition," says Advanced Television Systems Committee Chairman James McKinney.

Tele-TV President Edward Grebow will ask the commission to continue to promote HDTV in broadcasting but to avoid setting any mandatory standards on set-top boxes.

Also addressing the set-top box issue will be Viacom Senior Vice President Edward Horowitz. In his prepared remarks, Horowitz asks the FCC to require open standards for the boxes to prevent "anticompetitive bottlenecks" on programming. "Without FCC assurance of interoperability, a formidable gate could stand between the providers of digital content and the American consumer." ■

## Supreme Court hears telco-cable ban arguments

Supreme Court justices last week had a series of questions about the Cable Act's ban on telco-provided programming.

"The cable industry is no longer in its infancy," Justice Clarence Thomas said during the Justice Department's defense of the law barring telephone companies from providing video programming within their service areas. "Are we just talking about monopolists versus monopolists?"

The U.S. Court of Appeals in Richmond, Va., last year ruled the law is unconstitutional. Deputy Solicitor General Lawrence Wallace defended the law by maintaining that the telcos could stifle video competition and also pointed to the threat of cross-subsidization by telephone companies offering their own video programming.

The argument drew a series of questions from the justices, who asked how allowing the telcos editorial control over program packages would increase the cross-subsidy risk. "I don't understand the argument," said Justice Stephen Breyer. Justice Antonin Scalia also asked Wallace to describe a cross-subsidy that might result from the law's elimination.

Wallace cited "shared" network costs such as fiber cable and administration. Defending the law, he also pointed to current FCC rules that allow the commission to grant "good cause" waivers to the ban. Scalia asked whether good cause includes "the fact the statute is no longer needed."

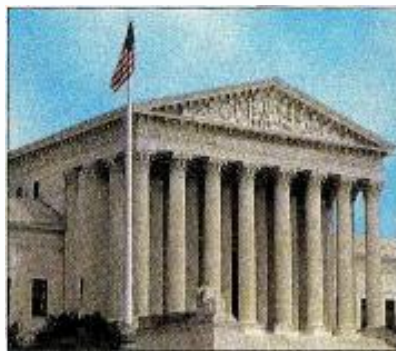
But the justices also asked the telephone company attorney whether the law is an example of economic regulation rather than speech infringement. "The government's main interest is an economic one," said Justice Anthony Kennedy, who also asked where the First Amendment ends and economic regulation begins.

"Is this whole area to be turned over to the courts?" added Breyer.

Laurence Tribe, arguing for Bell Atlantic's challenge to the law, insisted that the ban constitutes a law against speech rather than cross-subsidization. "It is a may-not-edit rule," Tribe said. "It directly takes aim at a core speech function."

The two sides expect the court to issue a decision by next June, although Congress may lift the telco programming ban before then.

—CM



**Some  
Stations  
Want  
High Ratings**

**Some  
Stations  
Want  
High Quality...**

---

# LIVE Station

When you're the #1 daytime talk show,  
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## The #1 Daytime Talk

**Live** 5.

Sally Jessy Raphael 4.4/11

Maury Povich 3.9/15

Jerry Springer 3.9/15

Jenny Jones 3.4/13

Geraldo 3.3/12

Montel Williams 2.9/11

Ricki Lake 2.7/10

Donahue 2.6/10

Carnie Wilson 2.5/9

Source: NIS November 95/Top 10 Daytime Talk Shows, M-F 9A-3P; 5 or more occurrences;  
HH rating/share. Rank based on share.

# S Have Both!

Everyone wants to copy you.

For the past 8 seasons,

road to high ratings,

like!

Show

19



**LIVE** *Regis &  
Kathie Lee*

# Telcos, cable seek programing security

Groups ask FCC to condition Time Warner/Turner approval on access guarantee

By Chris McConnell

Telephone and cable companies want a few guarantees on programing deals before the FCC OKs Time Warner's acquisition of Turner superstation WTBS(TV) Atlanta.

The United States Telephone Association and the Small Cable Business Association (SCBA) have voiced concerns about the Time Warner/Turner merger's impact on programing access. SCBA points to the potential impact on programing deals with Turner, while USTA insists that it wants access to programing on the same terms Time Warner/Turner will offer Tele-Communications Inc.

As part of its \$8 billion stock swap with Turner Broadcasting System, Time Warner is asking the FCC to approve its acquisition of the WTBS

license and also is seeking a temporary multiple-ownership waiver to allow for a cable-TV combination in Atlanta.

"This application is more than just a 'simple' television transfer-of-control application," USTA says, citing reports of a TCI deal to receive 20 years of programing from Time Warner/Turner at current rates with no price increases.

"This programing contract clearly is not in the public interest," USTA says. The group is asking the FCC to require Time Warner/Turner to file all programing agreements with the FCC and to condition its approval of the license transfer on Time Warner/Turner's offering programing to competing video providers under the same conditions granted to TCI.

Signing on to the USTA filing were Bell Atlantic, BellSouth, SBC Communications, Nynex, Ameritech and

GTE Service Corp.

The SCBA, meanwhile, has asked the commission to protect current agreements between Turner and the National Cable Television Cooperative (NCTC). The group, which represents some 250 small cable companies, fears that NCTC agreements with Turner will not be renewed if Time Warner takes control of the pacts.

"Prior to June 1995, Time Warner refused to sell its programing to the NCTC for the past 11 years," the cable group said. It asked the commission either to deny the transfer application or to impose conditions to protect the programing deals.

A Time Warner spokesman says that such concerns already are covered by the Cable Act's program-access provisions. "We are positive our [application] will receive approval." ■

# FCC launches closed-captioning rulemaking

By Chris McConnell

The FCC is investigating whether it should impose closed-captioning requirements on broadcasters and other program distributors.

A notice of inquiry issued last week on closed-captioning seeks information about the availability of closed-captioning and whether rules are needed to boost its accessibility.

"To the extent that commercial networks are captioning on a voluntary basis, there is no assurance that in a competitive environment they will continue to do so," FCC Chairman Reed Hundt said in announcing the inquiry during an address to a symposium sponsored by the Corporation for Public Broadcasting and the WGBH National Center for Accessible Media.

"If we require buildings to be wheelchair-accessible, and phones to be hearing-aid compatible, should broadcasters be required to make programing accessible to people who are deaf and hard of hearing?" Hundt asked.

The commission's notice cites pending legislation to mandate the closed-captioning of video programing and asks whether such a requirement should apply to producers and distribu-

***"It would be tragic and silly to win the war for closed-captioning on a few channels and to lose it on the 500 channels of the quickly approaching future."***

**—FCC's Reed Hundt**

tors of programing, or merely program providers such as broadcasters, cable operators and DBS services. Comments on the notice are due Jan. 29.

The notice estimates that roughly 70% of broadcast network programing is closed-captioned. "There's quite a bit of closed-captioning out there," says the National Association of Broadcasters' Jeff Baumann.

But Hundt last week cited statistics on non-broadcast closed-captioning, pointing to one estimate that 4% of basic cable programing is closed-captioned. "It would be tragic and silly to win the war for closed-captioning on a few channels and to lose it on the 500 channels of the quickly approaching future," Hundt said.

The notice also asks about requirements for video description technolo-

gy, in which audio descriptions of the visual action are provided during pauses in the program dialogue.

The notice asks several additional questions, including how digital technologies can be put to use to boost the availability of closed-captioning and what the costs of closed-captioning are. The notice cites cost estimates of \$2,000-\$5,000 per hour of programing.

David Donovan of the Association of Independent Television Stations, speculates that imposing captioning requirements locally could create additional costs for locally produced material: "The costs can really drive [locally produced programing] off the air."

Despite their cost worries, Donovan and others voice little alarm with the FCC's action, citing the pending congressional action. "This seems to be a foreshadowing of what's in the legislation anyway," says communications lawyer Robert Corn-Revere. "I thought it was more a reflection of the telecommunications bill," says a TV source.

But others voice more concern. "We don't like to have those burdens," says one industry onlooker. "It's obvious this is another issue [Hundt] can give speeches on and criticize broadcast-ers," says another. ■



Robotics

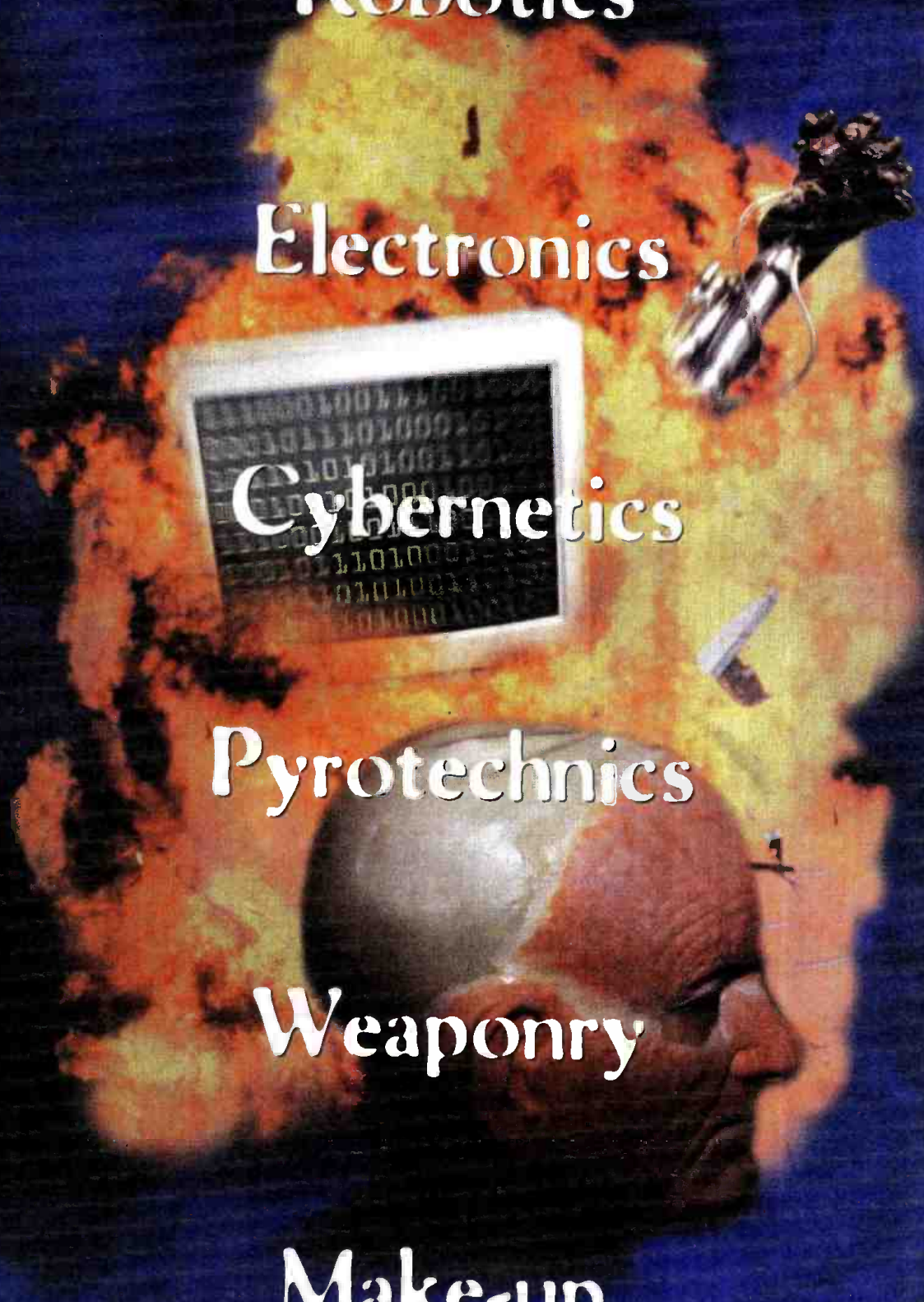
Electronics

Cybernetics

Pyrotechnics

Weaponry

Make-up



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Take the best FX man in the business, a rugged, young illusionist named Rollie Tyler. Robotics, electronics, cybernetics, pyrotechnics, weaponry and make-up—anything that can create a special effect is his specialty. Put him together with a rough, street-smart detective named Leo McCarthy. Leo is a down and dirty, tough-talking cop.

Together there is nothing they can't do to solve a crime ...

FX fits into a segment that was previously filled by such long-running network hits as *MacGyver* and *Mission: Impossible*.

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T H E   S E R I E S

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**Onetime broadcast network lobbyist John Sturm is ascending to the top job at the Newspaper Association of America.**

Effective Jan. 1, he steps up from senior VP/general counsel to president/CEO. Sturm succeeds Cathleen Black, who left to become president of Hearst Magazines in New York. Before joining NAA in 1992, Sturm worked six years at NBC and eight at CBS. He got his Washington start at the FCC, where he was legal assistant to then-chairman Richard Wiley and commissioner Charlotte Reed.



**FCC Chairman Reed Hundt revealed that his agency quietly administered a mandatory time minimum for children's educational TV from 1992-94.**

"In a kind of semi-secret internal process at the staff level, the commission had a quantified minimum standard as a guideline for the license renewals under the [Children's Television] Act.... It treated one half-hour a week as an adequate amount of children's educational programming to justify renewal," Hundt said last week in a speech to the Brooklyn Law School. Why didn't the FCC publish its minimum standard? "If it had," Hundt said, "the public and Congress undoubtedly would have been shocked and unhappy." Hundt also said that "this is the most deregulatory, procompetitive, market-oriented FCC in history. In particular, during the two years of my chairmanship, the FCC has done more to promote deregulated competition in broadcasting and video programming than any other two-year period in history."

**FCC Chairman Reed Hundt got some support from an unexpected quarter last week.**

Barry Diller, chairman, Silver King Communications and Home Shopping Network, is urging legislators to expand public interest obligations for broadcasters. In an op-ed piece in the *New York Times*, Diller called on Congress to increase

the public interest obligation in the pending telecommunications bill. Diller called for legislation that would direct the FCC to "set minimum guidelines for local, educational and non-entertainment programming, and to put in place a reasonable system for reviewing broadcaster performance based on these standards." Diller also called on Congress to keep station renewal terms at five years. The House and the Senate, however, last week agreed to extend license terms to eight years.

**Commissioner James Quello last week said he is leaning against seeking a fifth term at the FCC.**

During a televised forum sponsored by the National Association of Broadcasters, Quello did say that he is willing to serve beyond June 30, when his current term expires. Under FCC rules, Quello may serve until his replacement is confirmed by Congress. His willingness to extend his current term may be unwelcome news to Chairman Reed Hundt. The two have been on opposite sides of the fence on several key issues during the past two years.

If President Clinton signs a telecommunications bill into law, Quello's vote would be particularly important. The bill would require the commission to make several dozen rulemakings. Commissioner Andrew Barrett's term expired last June 30. He also may continue to serve until Congress confirms his replacement.

**The Interactive Video Data Service auction continues to plague the FCC.**

The auction suffered a high rate of default, and even the winners want to delay their payments to the FCC. The IVDS spectrum was set aside for the still nascent over-the-air interactive television business. Last week the FCC turned down a request to reduce the amount owed to the agency or extend the time frame for payment. Winning bidders also had asked the FCC to redistribute financial credits that had been awarded to bidders who later defaulted on their payments. But the FCC turned a cold shoulder to their requests

Washington Watch

Edited By Chris Stern



A reception honoring the publication of "In the Public Interest: The Life of Robert Emmet Lee from the FBI to the FCC" was held in Washington last Tuesday (Dec. 5), with the widow of the longtime FCC commissioner and chairman signing copies. L-r: Mrs. Rose Lee; Sallie Forman, former NBC Washington lobbyist, and her husband, Jonah Gitlitz, president/CEO of the Direct Marketing Association.



FCC Chairman Reed Hundt was honored last week by Parents' Choice for his efforts in behalf of educational television for children. Parents' Choice publishes a nonprofit consumer guide to children's media and toys. L-r: Arnold Fege, National Parent-Teacher Association; Carolyn Breedlove, National Education Association; Hundt; Jackie Noyes, American Academy of Pediatrics.

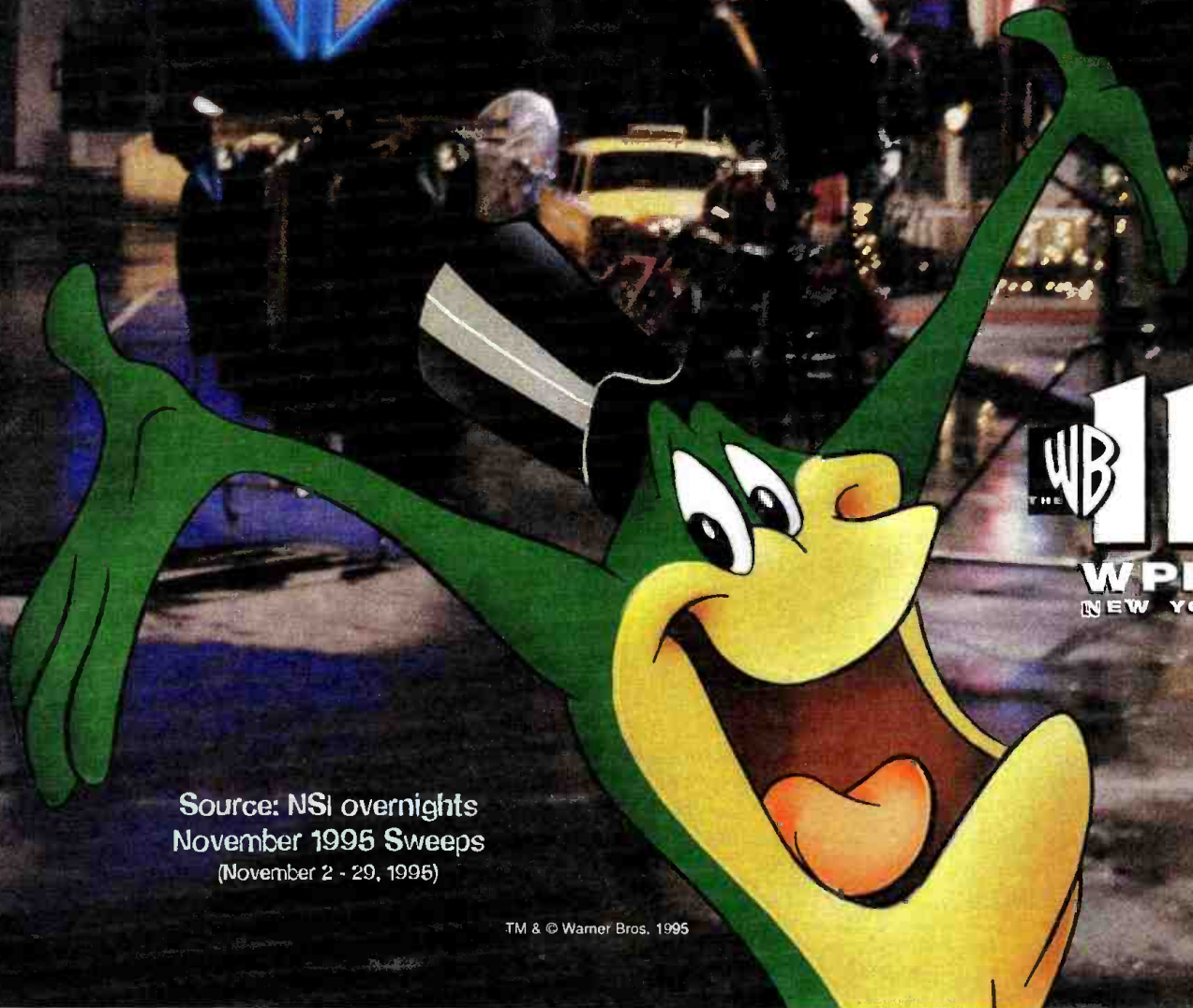
# Broadcasting

December 11, 1995

## Congratulations WB11, New York!



An "Unfrogettable" November  
– #3 sign-on to sign-off...  
beating WCBS and Fox 5



Source: NSI overnights  
November 1995 Sweeps  
(November 2 - 29, 1995)

# Beach and bench are new reality

Partner Stations Network and Spelling unveil syndicated series

By Cynthia Littleton

**T**wo new reality strips have joined the list of first-run shows scheduled to premiere next fall.

The Partner Stations Network has teamed with Warner Bros.' newly formed Telepictures Distribution arm to launch *Lifeguard*.

The half-hour show, sold on a cash-plus-barter basis, is described as a look at the "real-life stories of the courageous and dedicated men and women providing life support and law enforcement at exotic locales around the globe."

The show, produced by the Partner Stations Network with financing from Telepictures, will present a mix of reenactments of incidents and interviews with lifeguards and others. A similar weekly first-run series, *Beach Patrol*, is in the works for next fall from the ITC Entertainment Group.

PSN President Michael Lambert says *Lifeguard* will try to accentuate



Lifeguards doing their thing, and Judge Judy Sheindlin

the positive. "Our member stations do very well with reality programming, but we're all getting a little tired of cops, drugs and killings," he says. "We think there's a way to engage viewers

with a lighter, brighter approach."

*Lifeguard* is the first original production from the Partner Stations Network and the first first-run strip to be handled by Telepictures Distribution.

The show will be carried by 30 of the 51 PSN stations, a consortium formed by five broadcast groups in 1993 to produce programming for national syndication. The five PSN member groups, representing 26% of the country, are LIN Television, Malrite Communications, Pappas Telecasting, Providence Journal Broadcasting and River City Broadcasting.

Warner Bros. formed a second domestic TV distribution unit last June, partly to take advantage of opportunities to distribute programming not directly produced by the studio.

Also last week, Spelling Entertainment-owned Big Ticket Television unveiled plans for a courtroom reality strip, *Hot Bench with Judge Judy Sheindlin*, to be distributed by Worldvision Enterprises.

Sheindlin, a supervising judge for Manhattan Family Court in New York, is known for her fiery approach to settling family squabbles. Recently profiled on *60 Minutes*, Sheindlin is also author of the new HarperCollins book "Don't Pee on My Leg and Tell Me It's Raining," a look at family problems in the 1990s.

"In her courtroom, Sheindlin acts as

## Jacobs heads KW domestic



King World Productions has named TV sales veteran Bob Jacobs president of its domestic sales division and has added two new executives to its production staff.

Jacobs, who most recently served as a consultant to Steven Bochco, Witt/Thomas/Harris, the Carsey-Werner Co. and other top TV producers, fills a post left vacant since early October when Scott Towle resigned. Jacobs will oversee King World's sales force from the company's base in New York.

Although King World earlier this year explored the possibility of merging with another company, last week's appointments came as another sign that the company is aiming to grow as an independent.

"As we look ahead to breaking new ground in the syndication business, we know that Bob's skills and expertise will help keep King World the pre-eminent television distribution company," chairman Roger King says.

Jacobs's long career in syndication has included stints as president of Carsey-Werner Distribution and GTG Marketing, a joint venture of Grant Tinker and Gannett Co. Inc. that produced the first-run *USA Today* magazine strip.

On the production side, Marc Rosenweig was named vice president of programming and production for the East Coast. Rosenweig, who will join King World early next year, is director of prime time programming for CNBC. Paul Amos, who previously served as executive vice president of CNN, Headline News and Fox News in Washington, was named VP of studio operations.

—CL



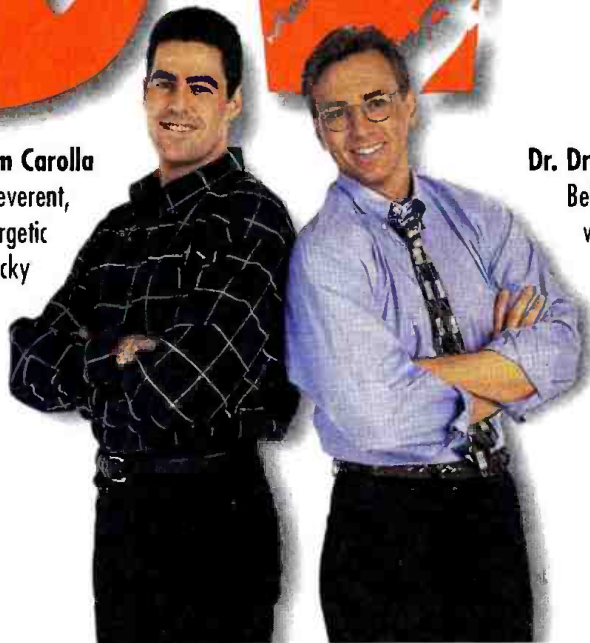
**THIS IS NOT  
THE ONLY WAY  
TO GO TO BED  
WITH A SMILE  
ON YOUR FACE...**

**IT'S FUNNY. IT'S ENTERTAINING.  
IT'S INFORMATIVE.  
IT'S ENERGETIC.  
AND IT'S ALREADY CLEARLY**

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HOUR STRIP  
FALL 1996**

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Funny, irreverent,  
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and likeable.



**Dr. Drew**  
Believable, intelligent,  
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judge, jury and lawyer," says Larry Lyttle, president of Big Ticket Television. "Her wisdom and fairness will appeal to everyone."

With interest in the legal system stirred up by the O.J. Simpson trial saga, *Hot Bench* is just one of several law-oriented series in development for

next year, among the others are *Justice* from MCA Television and *The Prosecutors* from New World/Genesis Distribution. ■

# New Line renews three freshmen

*Despite so-so ratings, first-run shows will be back for year two*

By Cynthia Littleton

**N**ew Line Television is coming back for more. The TV division of Turner Broadcasting System-owned New Line Cinema says it is renewing the three shows it launched in first-run syndication this fall for a second year, despite the generally lackluster ratings garnered by *Nancy Drew*, *The Hardy Boys* and *Court TV: Inside America's Courts*.

"We believe in these shows," says Bob Friedman, president of New Line Television. "We're in the business of building franchises at New Line, and we believe these shows have potential over the long term."

The New Line sales team hits the road in search of station renewals and upgrades this week.

The weekly half-hour series *Nancy Drew* and *The Hardy Boys*, which air back-to-back in 80% of the country,



'Nancy Drew' is coming back, while 'Mask' is new from New Line.



were among *TV Guide's* picks for this season's 10 best new shows for kids.

The block has averaged just a 1.1 national Nielsen household rating, but the picture is brighter in markets where it is positioned to reach its target teen audience.

The mystery shows, based on updated stories from the classic books, averaged a 3.6/9 last month in the Sunday noon slot on New York's WWOR-TV, according to Nielsen's metered-market overnights for November. Houston's KHTV-TV averaged a 2.8/7 with the shows in the Saturday 1 p.m. slot.

"There's really nothing out there quite like these shows for young adults," Friedman says. "The series is doing well enough internationally for us to keep it on the air here."

New Line is stepping up its promotional efforts for the shows by getting stations involved in the *Nancy Drew-Hardy Boys* "cyber-sweepstakes," in which fans connected to online networks can win a "cyber-date" with the stars of the shows.

Simon & Schuster, which still sells about a million *Nancy Drew-Hardy Boys* titles each year, will issue a new series of books this month featuring the series stars on the covers. And still more big developments are afoot for the youthful mystery-solvers.

"The *Hardy Boys* and *Nancy Drew* may meet each other next year," Friedman says.

After airing in syndication for two years as a weekly half-hour, *Court TV: Inside America's Courts* returned as a strip this fall. The show, which has averaged a 1.4 national household rating this season, works best as part of a

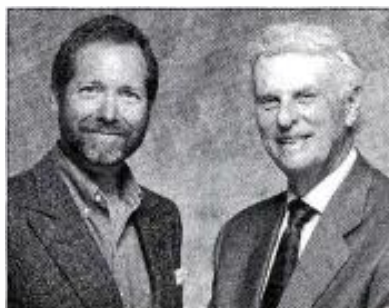
## Paramount backs Goodson venture

Paramount Domestic Television has formed a production company with Jonathan Goodson, former president/CEO of game show giant Mark Goodson Productions.

Paramount-based Jonathan Goodson Productions will develop a range of shows for network, syndication and cable. JGP, which recently produced pilots for two new game shows for the BBC, is at work on a reality series patterned after the Canadian TV hit *House Calls*.

Goodson and Paramount teamed last year for the syndicated strip *The New Price Is Right*, an ill-fated access version of Goodson's daytime mainstay on CBS. Goodson sold *The Price Is Right* format and the rest of the Mark Goodson Productions library to All American Communications and the Interpublic Group for \$50 million last October. With Paramount's backing, JGP will continue licensing its formats and supervising production on state lottery-based game shows. Weekly Goodson-produced lottery shows air in Illinois, Massachusetts and Florida, with a new show scheduled to launch next month in Hungary.

Harris Katleman, former president of Twentieth Television and MGM Television, will serve as chief operating officer for JGP. Katleman most recently held the same post at Mark Goodson Productions. —CL



Goodson and Katleman

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Sam.



Meet  
Dorothy.



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news block. Thanks to the resources of the 24-hour Court TV cable network, New Line is able to produce original shows year-round.

New Line will be offering one new syndicated property at NATPE next month, a strip version of its CBS Saturday morning hit *The Mask*, based on New Line Cinema's 1994 Jim Carrey

blockbuster. Forty new episodes of the animated series will be produced for syndication, only 10 of which will air on CBS next year.

As for the pending merger between New Line parent TBS and Time Warner, Friedman says he doesn't expect the creation of a media goliath to change the way busi-

ness is done at New Line.

"Just like when we merged with Turner, we will continue to be independent," he says. "We will keep on building franchises by integrating all of our creative efforts. It's that structure that made it possible for me to start setting up the series deal six months before 'The Mask' [movie] came out." ■

## UPN signs up 44th market

*Harrisburg CBS affiliate to make switch, giving network 49 of top 50 markets*

By Steve Coe

The United Paramount Network has signed WLYH-TV as its primary affiliate in the Harrisburg, Pa., market, the country's 44th-largest television market. Until the affiliation agreement, Harrisburg was the largest market in which UPN did not have an affiliate.

"The addition of WLYH-TV to UPN's growing affiliate base is a critical step in our development," says Kevin Tannehill, senior vice president, network distribution, UPN. "Since launch less than a year ago, we've been able to increase our national coverage by more than 11%. Still, our goal remains to aggressively pursue new affiliates that will strengthen our lineup."

WLYH-TV, formerly one of two CBS affiliates in the market, will officially switch affiliations Monday, Dec. 18. With this signing, UPN's coverage of the U.S. increases to more than 93%. UPN now has affiliates in 49 of the top

50 markets with only 46th-ranked Providence, R.I., not cleared.

WLYH-TV is part of a recently signed LMA that Clear Channel Communications entered into with Gateway Communications Inc. According to Lowry Mays, president and chief executive officer, Clear Channel, the company

now operates six stations that are UPN affiliates. "We are excited to be able to offer the Harrisburg audience an additional quality-viewing option through WLYH's affiliation with UPN. Clear Channel is enthusiastic about the continued growth and expansion of UPN," he says. ■

## Hewitt sees silver lining in smoke cloud

*Hopes tobacco story flap will focus attention on First Amendment issue*

By Bill Kirtz

Although he says well-heeled corporations' legal threats may have TV journalists "backed into a corner for the moment," *60 Minutes* executive producer Don Hewitt hopes that CBS's last-minute decision to scrap an interview with a tobacco industry critic may help determine "whether you can use contract law to prevent someone from speaking his mind."

Attributing the network's much-criticized decision to corporate lawyers, not journalists, Hewitt last week told students at Brandeis University, Waltham, Mass., "We may inadvertently have done the country a public service, though we weren't thinking about that."

He said controversy over CBS's dropping the segment after pressure from Brown & Williamson, as well as ABC's settlement of Philip Morris Co.'s \$15 billion lawsuit, has "focused enough light on the topic." The chilling effect could turn into a warm-

ing effect, Hewitt said.

Some "bright First Amendment lawyer needs to figure out a case to take to the U.S. Supreme Court and determine once and for all" whether trespass and breach-of-contract laws can be used to inhibit speech.

"You used to get sued if you didn't tell the truth," he said. Now, "the more truth you tell, the bigger the damages."

The impending CBS/Westinghouse merger had nothing to do with the interview's being pulled, Hewitt said. "The decision would have been made regardless. The lawyers acted in the best interest of their clients. *60 Minutes* didn't do anything. Lawyers inform us, they don't advise us."

And if he were CBS Chairman Lawrence Tisch? "I don't know what I

### Stellar lineup

Central City Productions' 11th annual *Stellar Gospel Music Awards* has been cleared in more than 60% of the country. The two-hour special, hosted by *Fresh Prince of Bel-Air's* James Avery and *Living Single's* Kim Fields, will air in prime time on Tribune-owned WGN-TV Chicago Jan. 15 to commemorate the birthday of Dr. Martin Luther King Jr. Chicago-based Central City is offering the special on a barter basis (13 minutes national/13 minutes local) for a Jan. 13-Feb. 18 broadcast window.

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would have done."

Hewitt said Tisch and other corporate bigwigs had never dissuaded *60 Minutes* from doing other controversial shows. "They don't mess in intimidation unless the lawyers tell them that the company could go out of business. ■

### Clarification

A Nov. 20 chart from Michigan State University's study of talk show content listed frequently discussed topics on talk shows, but did not include the four most discussed topics, which were "parent-child" themes, dating, marital relations and sexual activity.

## PEOPLE'S CHOICE: Ratings according to Nielsen, Nov. 27-Dec. 3

Week 11	abc	CBS	NBC	FOX	UP/N
	14.4/22	12.9/20	12.0/18	8.1/12	4.6/7
<b>MONDAY</b>	8:00 President's Speech	8:00 President's Speech	8:00 President's Speech	8:00 President's Speech	88. Star Trek: Voyager 5.9/9
	8:30 75. Am Fun Home Vid 7.0/11	8:30 31. The Nanny 11.3/16	8:30 30. TV Bloopers 11.4/17	8:30 58. Melrose Place 9.1/13	94. Nowhere Man 3.2/5
	9:00 5. NFL Monday Night Football—Los Angeles Raiders vs. San Diego Chargers 15.7/25	9:00 19. Murphy Brown 13.4/19	9:00 26. NBC Monday Night Movie—Visitors of the Night 12.2/19	9:00 75. 1995 Clio Awards 7.0/11	
	9:30	9:30 32. High Society 11.1/17			
	10:00	10:00 11. Chicago Hope 14.3/23			
	10:30				
<b>TUESDAY</b>	14.0/22	10.3/16	12.8/20*	6.2/10	2.6/4
	8:00 28. Roseanne 11.8/18	8:00 21. Rudolph the Red-Nosed Reindeer 12.9/20	8:00 35. Wings 10.1/16	8:00 85. Fox Tuesday Night Movie—The Price of Love 6.2/10	93. Real Ghosts 3.5/5
	8:30 35. Hudson Street 10.1/15		8:30 35. NewsRadio 10.1/15		104. Live Shot 1.8/3
	9:00 4. Home Imprvmt 16.7/25	9:00 59. CBS Tuesday Movie—Inflammable 9.0/14	9:00 6. Frasier 15.4/23		
	9:30 10. Coach 14.4/22		9:30 9. Frasier 14.6/22		
	10:00 6. NYPD Blue 15.4/26		10:00 20. Dateline NBC 13.2/22		
	10:30				
<b>WEDNESDAY</b>	12.0/19	8.7/14	13.7/22	9.9/14	2.9/4
	8:00 45. Ellen 9.6/15	8:00 64. Dave's World 8.6/14	8:00 13. National Geographic Special 14.2/22	8:00 34. Beverly Hills, 90210 10.2/16	95. Sister, Sister 3.1/5
	8:30 38. Drew Carey 10.0/15		8:30 14. Dateline NBC 14.1/21	8:30 69. Fantasy: Mariah Carey 7.7/12	95. The Parent 'Hood 3.1/5
	9:00 8. Grace Under Fire 14.8/22	9:00 63. CBS Special Movie—Presumed Innocent 8.7/14	9:00 23. Law & Order 12.8/21		97. The Wayans Bros. 2.9/4
	9:30 29. Naked Truth 11.7/18				99. Unhap Ever After 2.5/4
	10:00 21. PrimeTime Live 12.9/22				
	10:30				
<b>THURSDAY</b>	8.2/13	8.2/13	15.9/25	7.3/11	
	8:00 62. Ghosts, Mediums, Psychics 8.8/14	8:00 52. Murder, She Wrote 9.4/15	8:00 3. Friends 16.8/26	8:00 72. Living Single 7.2/11	
	8:30		8:30 11. Caroline in/City 14.3/22	8:30 75. The Crew 7.0/11	
	9:00 66. ABC Thursday Night Movie—The Commish: Shadow of the Gallows 7.8/13	9:00 88. New York News 5.9/9	9:00 1. Seinfeld 19.4/30	9:00 70. New York Undercover 7.5/12	
	9:30	9:30 48. 48 Hours 9.5/16	9:30 2. Frasier 17.8/28		
	10:00		10:00 18. K. Grammer Salutes Jack Benny 13.5/23		
	10:30				
<b>FRIDAY</b>	10.2/18	7.5/13	9.8/17	9.1/16	
	8:00 52. Family Matters 9.4/17	8:00 56. Frosty/Snowman 9.2/17	8:00 43. Unsolved Mysteries 9.8/18	8:00 84. Strange Luck 6.3/11	
	8:30 65. Boy Meets World 8.4/15	8:30 41. Frosty Returns 9.9/17			
	9:00 38. Step by Step 10.0/17	9:00 81. Tony Bennett: Here's to the Ladies 6.4/11	9:00 48. Dateline NBC 9.5/16	9:00 27. The X-Files 12.0/21	
	9:30 56. Hangin' w/Mr. C 9.2/16	9:30 80. Television's Christmas Classics 6.6/12	9:30 38. Homicide: Life on the Street 10.0/18		
	10:00 24. 20/20 12.3/22				
	10:30				
<b>SATURDAY</b>	6.9/13	10.5/19	6.9/13	6.7/12	
	8:00 (nr) ABC College Football Special—SEC Championship 7.2/13	8:00 66. Dr. Quinn, Medicine Woman 7.8/14	8:00 72. JAG 7.2/13	8:00 87. Cops 6.0/11	
	8:30	8:30 44. Touched by an Angel 9.7/17	8:30 81. Wings 6.4/11	8:30 79. Cops 6.8/12	
	9:00	9:00 16. Walker, Texas Ranger 13.9/25	9:00 86. Home Court 6.1/11	9:00 75. America's Most Wanted 7.0/12	
	9:30		9:30 71. Sisters 7.3/13		
	10:00				
	10:30				
<b>SUNDAY</b>	8.1/13	10.7/17	10.9/17	8.4/13	2.1/3
	7:00 55. Am Fun Home Vid 9.3/15	7:00 17. 60 Minutes 13.8/22	7:00 90. Extremely Weird 4.6/7	7:00 81. Space: Above & Beyond 6.4/10	101. Pinky & Brain 2.0/3
	7:30 24. Am Fun Home Vid 12.3/19				101. Kirk 2.0/3
	8:00	8:00 33. Cybill 10.6/16	8:00 52. Mad About You 9.4/14	8:00 48. The Simpsons 9.5/14	97. Sister, Sister 2.9/4
	8:30	8:30 60. Almost Perfect 8.9/13	8:30 48. Hope & Gloria 9.5/14	8:30 60. Martin 8.9/13	100. Cleghorne! 2.4/4
	9:00 74. ABC Sunday Night Movie—Bye, Bye, Birdie 7.1/11	9:00 45. CBS Sunday Movie—The Haunting of Helen Walker 9.6/15	9:00 14. NBC Sunday Night Movie—Shadow of a Doubt 14.1/22	9:00 45. Married w/Chld 9.6/14	103. First Time Out 1.9/3
	9:30			9:30 66. What's So Funny? 7.8/12	105. Simon 1.5/2
	10:00				
	10:30				
<b>WEEK AVG</b>	10.3/17	9.8/16	11.7/19	7.9/12	UPN: 3.6/5; WB: 2.4/4
<b>STD AVG</b>	11.7/19	9.6/16	12.1/20	7.5/12	UPN: 3.3/5; WB: 2.3/4

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



**Direct response 'Goose'**

Promark Television Syndication has created a direct response TV division to create infomercials to sell products associated with Promark's syndicated specials. The first one- and two-minute spots pitching the home video version of Promark's *The New Adventures of Mother Goose* will begin airing this month on TNT and the Cartoon Network.

**'Access' anchor**

NBC News anchor Giselle Fernandez has been named co-host of *Access: Hollywood*, the magazine strip in the works for next fall from New World Entertainment and NBC. *Access: Hollywood* executive producer Jim Van Messel, formerly with Paramount Domestic Television's *Entertainment Tonight*, says Fernandez's male co-anchor will be announced soon. Fernandez anchors NBC's *Sunday Nightly News* and co-hosts *Weekend Today*. New World officials say *Access: Hollywood*, which aims to compete in prime access with *ET*, has been cleared in more than 50% of the country.

**Early vacation**

Hell hath no fury like an ex-wife or a TV star. A conversation with syndicated shock jock Howard Stern may have cost actress Kathleen Kinmont her job on Stephen J. Cannell's first-run series *Renegade* last week. Kinmont, who

played bounty hunter Cheyenne Phillips on the action hour, claims she was fired from the show for comments she made about star Lorenzo Lamas during Stern's Dec. 1 broadcast. Kinmont, who once was married to Lamas, spoke of the difficulties she was having on the set with Lamas and his new fiancée. A spokeswoman for *Renegade* said the split was amicable and that Kinmont was near the end of her contract anyway. Kinmont, who co-hosts the *Bad Girls Club* talk program on KSLX-FM Los Angeles, says she's not too upset about leaving. "I'm really happy to have an early Christ-

mas vacation with pay thanks to Howard Stern."

**Big wheel**

*Wheel of Fortune* host Pat Sajak has formed a new production company and signed a first-look deal with Columbia TriStar Television, producer of his top-rated game show.



Pat Sajak forms P.A.T. Productions.

P.A.T. Productions initially will focus on reality programming and game shows. "With [Sajak's] affinity for the medium, coupled with his plans to be an active producer, we are confident we will move forth on a diverse array of projects," says Andy Kaplan, senior vice president, Columbia TriStar TV.

**'V.R.' for victory**

Boys are going bonkers over Saban Domestic Distribution's live-action strip *V.R. Troopers*. The show, now in its second year, posted a season-high 4.3 national Nielsen rating among boys 6-11 the week of Nov. 13, compared with the 3.8 posted by its nearest competitor, Buena Vista Television's *Aladdin*. The strip is fourth-ranked, with a 3.3 rating, among boys 2-11 season to date.

**NSS POCKETPIECE**

(Nielsen's top ranked syndicated shows for the week ending June 18. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.0/228/99
2. Jeopardy!	8.8/218/99
3. Oprah Winfrey Show	6.2/239/99
4. Entertainment Tonight	6.0/181/93
5. Hard Copy	5.5/190/94
5. Journeys of Hercules	5.5/188/95
7. Star Trek: Deep Space Nine	5.3/237/99
7. Wheel of Fortune-wknd	5.3/176/82
9. Family Matters	5.1/195/92
9. Roseanne	5.1/184/95
11. Baywatch	5.0/220/96
11. Inside Edition	5.0/179/94
11. Ricki Lake	5.0/222/98
14. Fresh Prince of Bel-Air	4.9/140/83
14. Jenny Jones	4.9/205/96

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Source: Oct., '95 Nielsen.

# TV groups jump into seller's market

*Federal Broadcasting's, Palmer's total 10 network affiliates may go on block*

By Elizabeth Rathbun

**E**ight NBC affiliates and two other TV stations are considering putting themselves on the market, brokers for the stations said last week.

Federal Broadcasting Co. has hired Media Venture Partners to explore selling the company, which owns eight TVs, six of them NBC affiliates. Likewise, Palmer Communications, with the help of Salomon Bros., will consider the sale of its two NBC affiliates.

It's a seller's market fueled by a strong broadcast business and the expectation of deregulation, says broker Brian E. Cobb of Media Venture Partners. Multiples are running 11-12 times cash flow, Cobb says, up from the historic 9-10 times that is usual for TV stations. He declined to give the group's cash-flow numbers.

Bloomfield Hills, Mich.-based Fed-

eral Broadcasting owns:

- KTVO(TV) Ottumwa, Iowa/Kirksville, Mo. (ch. 3, ABC);

- WLUC-TV Marquette, Mich. (ch. 6, ABC-NBC);

- WPNB-TV Traverse City/Cadillac-WTOM-TV Cheboygan/Traverse City/Cadillac, Mich. (WPNB-TV: ch. 7, NBC; WTOM-TV: ch. 4, NBC);

- WDAM-TV Hattiesburg/Laurel, Miss. (ch. 7, NBC);

- WSTM-TV Syracuse, N.Y. (ch. 3, NBC), and

- KNDO(TV) Yakima-KNDU(TV) Richland/Yakima, Wash. (KNDO: ch. 23, NBC; KNDU: ch. 25, NBC).

Actually, Federal doesn't own the Yakima stations yet. It is buying them from Farragut Communications Inc. for \$13.5 million ("Changing Hands," Oct. 2). That deal is expected to close in the first quarter of next year, Cobb says.

"We're not happy" about the possi-

ble sale, says one Federal station manager. But, the manager adds, "I've been here through three owners; [I'm] not too worried."

Federal also is selling its WCFT-TV Tuscaloosa, Ala. (ch. 33, CBS) to Allbritton Communications Co. for \$20 million, or roughly 10 times 1994 cash flow ("Changing Hands," Nov. 20).

Last week's other would-be seller, Palmer Communications, owns NBC affiliates KFOR-TV Oklahoma City (ch. 4) and WHO-TV Des Moines (ch. 13). Also part of any deal could be Palmer's radio stations: WHO(AM)-KLYF(FM) Des Moines, and WARO(FM) Fort Myers and WNOG-AM-FM Naples, both Florida. The company also is buying WMT-AM-FM Cedar Rapids, Iowa, from Wonderful Music and Talk Inc. for \$14 million ("Changing Hands," June 26). Palmer Wireless Inc. is not part of the assets being considered for sale, the company says. ■

## Changing Hands

*The week's tabulation of station sales*

### Proposed station trades

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

This week:

TVs □ \$66,350,000 □ 7

Combos □ \$12,167,041 □ 13

FMs □ \$7,043,051 □ 12

AMs □ \$12,195,489 □ 10

Total □ \$97,755,581 □ 42

So far in 1995:

TVs □ \$3,313,875,545 □ 131

Combos □ \$2,459,891,971 □ 216

FMs □ \$755,916,981 □ 350

AMs □ \$97,213,846 □ 188

Total □ \$6,652,356,249 □ 882

### TV

**KCOY-TV Santa Maria/Santa Barbara/San Luis Obispo, Calif.;** **WIBW-TV Topeka, Kan.;** **KMIZ-TV Columbia/Jefferson City, Mo.;** **KGWC-TV Casper/Riverton, Wyo.,** and **KGWN-TV Cheyenne, Wyo./Scottsbluff, Neb./Sterling, Colo.**  
**Price:** \$60.1 million  
**Buyer:** Benedek Broadcasting Corp.,

Rockford, Ill. (A. Richard Benedek, owner); owns WTVY-TV Dothan, Ala./Panama City, Fla.; WIFR-TV Rockford/Freeport, Ill.; WBKO-TV Bowling Green, Ky.; KDLH-TV Duluth, Minn./ Superior, Wis.; WTOK-TV Meridian, Miss.; KHQA-TV Quincy, Ill./Hannibal, Mo.; WYTV (TV) Youngstown, Ohio; WHSV-TV Harrisonburg, Va., and WTAP-TV Parkersburg, W.Va.

**Seller:** Morris Communications Corp., Augusta, Ga. (Paul Simon, president); also owns KTYS(TV) Sterling, Colo.; WIBW-AM-FM Topeka, Kan.; KSTF(TV) Scottsbluff, Neb.; KGNC-AM-FM Amarillo, Tex.; and KGWL-TV Lander and KGWR-TV Rock Springs, Wyo., and operates 32 daily newspapers in 14 states

**Facilities:** KCOY-TV: ch. 12, 115 kw visual, 22.9 kw aural, ant. 1,940 ft.; WIBW-TV: ch. 13, 204 kw visual, 40.7 kw aural, ant. 1,380 ft.; KMIZ-TV: ch. 17, 1,580 kw visual, 400 kw aural, ant. 1,141 ft.; KGWC-TV: ch. 14, 1,380 kw visual, 138 kw aural, ant. 1,879 ft.; KGWN-TV: ch. 5; 100 kw visual, 10 kw aural, ant. 620 ft.

**Affiliations:** CBS except KMIZ-TV: ABC

**WFXL-TV Albany, Ga.**

**Price:** \$5.7 million

**Buyer:** Clarion Broadcasting Corp., Sarasota, Fla. (Robert O'Conner, chairman; Daniel S. Dayton, president). Dayton is buying WKGT-FM

Century, Fla. (see FM item, below)

**Seller:** SGA Associates, Albany (Doug Oliver, president); no other broadcast interests

**Facilities:** ch. 31, 1,580 kw visual, 150 kw aural, ant. 990 ft.

**Affiliation:** Fox

**Broker:** William B. Schutz Jr. (buyer); Force Communications & Consultants (seller)

**WINT-TV Crossville, Tenn.**

**Price:** \$700,000 (\$550,000 more than previous buyer)

**Buyer:** CW TV Inc., Tallahassee, Fla. (Cynthia P. Willis, president/owner); no other broadcast interests

**Seller:** WINT-TV Inc., Crossville (Helen Cunningham, president); no other broadcast interests

**Facilities:** ch. 20, 14.8 kw visual, 1.4 kw aural, ant. 157 ft.

**Affiliation:** Independent

### COMBOS

**KSCJ(AM) Sioux City, Iowa-KSUX(FM) Winnebago, Neb.**

**Price:** \$3.8 million

**Buyer:** Powell Broadcasting Co. Inc., Baton Rouge (John L. Peroyea, CEO); no other broadcast interests

**Seller:** DCP Broadcasting Corp., Minneapolis (Christopher T. Dahl, 55% owner); owns KKA(A)M-KQAA-FM Aberdeen, S.D.; KIZZ-FM Minot, N.D., and KHNR(AM) Honolulu-KNUQ-FM

Paauiio, Hawaii, and has construction permit for FM in Bismarck, N.D. DCP shareholders also own KNUI-AM-FM Kahului, Hawaii; KOHT-FM Crookston and KLGR-AM-FM Redwood Falls, Minn.; KBHB(AM) Sturgis, S.D., and KRZ(AM) Minot, N.D.

**Facilities:** AM: 1360 khz, 5 kw day, 1 kw night; FM: 105.7 mhz, 50 kw, ant. 463 ft.

**Format:** AM: news/talk; FM: country

**Broker:** Questcom Media Brokerage

**KCID-AM-FM Caldwell, Idaho**

**Price:** \$1.2 million

**Buyer:** American General Media Corp., Bakersfield, Calif. (Anthony S. Brandon, president). Brandon owns 67% of KERN-AM-FM Bakersfield; KWFS(AM) Wichita Falls, Tex., and wwwg(AM) Rochester, N.Y.; 50% of KKCL-FM Lorenzo/Lubbock and KWFS-FM Wichita Falls; kzo2-FM San Luis Obispo and KKAL(AM) Arroyo Grande, Calif., and wyde(AM) Birmingham and wwbr-FM Trussville, Ala.; 49% of KGEO(AM)-KGF-FM Bakersfield; 25% of KQOL-FM Boulder City, Nev.; has interest in wwlg(AM) Baltimore and wasa(AM) Havre de Grace, Md.; will resell KCID(AM) (see AM item)

**Seller:** Twin Cities Broadcasting Co.,

Caldwell (Dale G. Peterson, president); no other broadcast interests

**Facilities:** AM: 1490 khz, 1 kw; FM: 107.1 mhz, 3 kw, ant. 365 ft.

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

**Broker:** Media Services Group Inc.

**KLOE(AM)-KKCI(FM) Goodland, Kan.**

**Price:** \$990,000

**Buyer:** Melia Communications Inc., Goodland (Martin K. Melia, president/owner); no other broadcast interests

**Seller:** Eagle Communications Inc., Hays, Kan. (Robert E. Schmidt, president); is buying KINA(AM) Salina, Kan.

**Facilities:** AM: 730 khz, 1 kw; FM: 102.5 mhz, 100 kw, ant. 712 ft.

**Formats:** AM: news/talk, country, farm; FM: adult contemporary, sports

**WTSL(AM)-WGXL(FM) Hanover, N.H.**

**Price:** \$940,000

**Buyer:** Connecticut Valley Broadcasting LLC, Claremont, N.H. (Robert C. Frisch, president/40% owner). Frisch owns wxxx(FM) Newport, N.H.

**Seller:** R.J. Communications Inc., Lebanon, N.H. (Scott W. Roberts, president); owns wkbk(AM) Keene and wxod(FM) Winchester, N.H.

**Facilities:** AM: 1400 khz, 1 kw; FM:

92.3 mhz, 6 kw, ant. 326 ft.

**Formats:** AM: adult contemporary, news/talk; FM: adult contemporary

**WLSD(AM)-WAXM(FM) Big Stone Gap, Va.**

**Price:** \$856,146

**Buyer:** WBT Inc., Wise, Va. (Earl W. Barnette, president/owner). Barnette also owns wzok(FM) Coeburn, Va.

**Seller:** Valley Broadcasting Inc., Big Stone Gap (Tamara Wax Cooper, president); no other broadcast interests

**Facilities:** AM: 1220 khz, 1 kw day, 45 w night; FM: 93.5 mhz, 2.45 kw, ant. 1,883 ft.

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

**KMSL(AM)-KQDI-FM Great Falls, Mont.**

**Price:** \$850,000

**Buyer:** Fisher Cos. Inc., Seattle (William W. Krippaehne Jr., president/CEO); also owns KBLG(AM)-KRKX-FM-KYYA-FM Billings, KXTL(AM)-KAAR(FM)-KQUY-FM Butte, KXGF(AM)-KAAK-FM Great Falls and KGRZ(AM)-KDXT-FM Missoula, all Mont.; KATU(TV) Portland, Ore.; and kysn(FM) East Wenatchee, KXAA(FM) Rock Island and KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle, all Wash.

**Seller:** Oilers Broadcasting LLC, Dun-

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canville, Tex. (Cliff Boyd, owner). Boyd owns KTNZ(AM)-KBUY-FM Amarillo and KVMX-FM Eastland, both Tex. **Facilities:** AM: 1450 khz, 1 kw; FM: 106.1 mhz, 100 kw, ant. 276 ft. **Formats:** AM: talk, sports; FM: classic rock, AOR

### WWTK(AM) Lake Placid-WWOJ(FM)

**Avon Park, Fla.**  
**Price:** \$840,000

**Buyer:** Casey Communications Inc., Saginaw, Mich. (John Casey, president); no other broadcast interests  
**Seller:** Highlands Media Co. Inc., Sebring, Fla. (James M. Johnson, president); no other broadcast interests  
**Facilities:** AM: 730 khz, 500 w day, 340 w night; FM: 106.3 mhz, 2.25 kw, ant. 370 ft.  
**Formats:** AM: news, talk; FM: country  
**Broker:** Donald K. Clark

### KSEI(AM)-KMGJ(FM) Pocatello, Idaho

**Price:** \$825,000

**Buyer:** Conway Broadcasting Inc., Minneapolis (Lars Conway, president/owner); no other broadcast interests  
**Seller:** Pacific Northwest Broadcasting Corp., Boise, Idaho (Charles H. Wilson, president); no other broadcast interests  
**Facilities:** AM: 930 khz, 5 kw; FM: 102.5 mhz, 100 kw, ant. 1,023 ft.  
**Formats:** AM: adult contemporary; FM: classic rock  
**Broker:** Exline Co.

### KDEC-AM-FM Decorah, Iowa

**Price:** \$695,500

**Buyer:** Decorah Broadcasting Inc., Eau Claire, Wis. (Robert A. and Colleen C. Holtan, co-owners). Robert Holtan owns 8% of KFJB(AM)-KXIA-FM Marshalltown, Iowa, and 7% of WAXX-FM Eau Claire and WAYY(AM) Chippewa Falls, Wis.  
**Seller:** Decorah Radio Inc., Decorah (Paul and Sally J. Scott, owners); no other broadcast interests  
**Facilities:** AM: 1240 khz, 1 kw; FM: 100.5 mhz, 30 kw, ant. 420 ft.  
**Formats:** AM: MOR; FM: adult contemporary

### KCLA(AM)-KZYP(FM) and KPQB-FM

**Pine Bluff, Ark.**

**Price:** \$463,000 for stock

**Buyer:** Howard C. Toole, Southlake, Tex.; no other broadcast interests  
**Seller:** Robert O. Magruder, Dallas, and Don Turner, Richardson, Tex., (each 45% owner). Magruder owns 51% of KKRX(AM)-KIRQ-FM Lawton, Okla.; 10% of KYKZ-FM Lake Charles, La.; 4% of KGMV-FM Aurora, KGMV(AM) Springfield and KGBX-FM Nixa, Mo.

Turner owns 3.8% of KYKZ-FM.

**Facilities:** KCLA: 1400 khz, 1 kw; KZYP: 99.3 mhz, 3 kw, ant. 200 ft.; KPQB-FM: 101.3 mhz, 25 kw, ant. 328 ft.

**Formats:** KCLA: country; KZYP: urban contemporary; KPQB-FM: country

### KKIC(AM) Boise and KJHY(FM)

**Emmett, Idaho**

**Price:** \$457,395 (\$355,895 for FM; \$101,500 for AM)

**Buyer:** John M. Tanner, Boise; no other broadcast interests  
**Seller:** Steve Sumner, Boise; no other broadcast interests  
**Facilities:** AM: 950 khz, 5 kw day, 35 w night; FM: 101.9 mhz, 57 kw, ant. 2,532 ft.

**Formats:** AM: country; FM: Spanish

### WMFL(AM)-WJPH(FM) Monticello, Fla.

**Price:** \$135,000

**Buyer:** Rebus Inc., Tallahassee, Fla. (Jennifer Llewellyn, president); also owns WTAL(AM) Tallahassee  
**Seller:** Webster Broadcasting Inc., Chicago (Edward M. Murray, vice president); no other broadcast interests  
**Facilities:** AM: 1090 khz, 1 kw; FM: 101.9 mhz, 6 kw, ant. 249 ft.

**Formats:** AM: not on air; FM: dark

### KBRI(AM)-KQMC-FM Brinkley, Ark.

**Price:** \$115,000

**Buyer:** East Arkansas Broadcasters Inc., Wayne, Ark. (Bobby Caldwell, president/owner); also owns KWYN-AM-FM Wynne, Ark. Caldwell owns 50% of KWAK-AM-FM Stuttgart, Ark., and is applying to build FMs at Harrisburg, Ark., and Tunica, Miss.  
**Seller:** Tri-County Broadcasting Co., Brinkley (Frances C. Harper, owner); no other broadcast interests  
**Facilities:** AM: 1570 khz, 250 w day, 44 w night; FM: 102.3 mhz, 3 kw, ant. 190 ft.  
**Formats:** AM: adult contemporary; FM: great American country

## RADIO: FM

### KRBO(FM) Las Vegas

**Price:** \$2.5 million

**Buyer:** Compass Communications Co., Woodville, Tex. (Gerald R. Proctor, president/50% owner). Proctor owns WCRJ(AM) Jacksonville, Fla., and KVCT(TV) Victoria, Tex., and is applying to build TV in Lake Dallas, Tex.  
**Seller:** Patmor Broadcasting Group LP, Cedarburg, Wis. (Gus Wirth Jr., president/owner); no other broadcast interests  
**Facilities:** 105.1 mhz, 50 kw, ant. 1,614 ft.  
**Format:** Not on air

### WJY(FM) Hilton Head Island, S.C.

**Price:** \$1.255 million

**Buyer:** Michael R. Shott, Bluefield, W.Va.; also owns WFXH-AM-FM Hilton Head and WLOW(FM) Bluffton, S.C., and has options to buy WHRD(AM) Huntington and WFXN(FM) Milton, W.Va., and WMLV(FM) Ironton, Ohio. Shott also has interest in WHIS(AM)-WHAJ(FM) Bluefield, WKEE-AM-FM Huntington and WZZW(AM) Milton, all W.Va.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WBVB(FM) Coal Grove and WIRO(AM) Ironton, Ohio.  
**Seller:** WJY Inc., Hilton Head (Howard F. Roycroft, chairman). Roycroft has less than 1% interest in KUTP-TV Phoenix; KBHK-TV San Francisco; KMSP-TV Minneapolis; KMOL-TV San Antonio, and KTVX-TV Salt Lake City.  
**Facilities:** 107.9 mhz, 50 kw, ant. 485 ft.  
**Format:** Adult contemporary

### WLXC(FM) Lexington, S.C.

**Price:** \$670,000

**Buyer:** HFS Communications LLC, Columbia, S.C. (Barry B. Edwards, president/16.66% owner; Baker Broadcasting Inc., Awendaw, S.C., 50% owner); no other broadcast interests  
**Seller:** Lexington Communications Inc., Lexington (Fred Hiller, president); no other broadcast interests  
**Facilities:** 98.5 mhz, 3 kw, ant. 328 ft.  
**Format:** Sports, health talk

### WQNN(FM) Columbus/Artesia, Miss.

**Price:** \$658,435 for stock

**Buyer:** Charisma Broadcasting Co., Columbus, Miss. (Donald R. DePriest, president); also owns WKOR(AM)-WMSU(FM) Starkville, Miss. DePriest also owns WKOR-FM Columbus and 51% of WWZD(FM) New Albany, WWZD(AM) and WTUP(AM) Tupelo, and WESE(FM) Baldwin, all Miss.  
**Seller:** G. Michael Comfort and Avis L. Comfort, Columbus; no other broadcast interests  
**Facilities:** 99.9 mhz, 6 kw, ant. 328 ft.  
**Format:** Adult CHR

### WRNN-FM Murrell's Inlet/Myrtle

**Beach, S.C.**

**Price:** \$550,000

**Buyer:** Pinnacle Broadcasting Co. Inc., Dallas (Edward J. Ferreri, president); also owns WYAV-FM Conway/Myrtle Beach; WSOY-AM-FM Decatur, Ill.; WYNG-FM Evansville, Ind.; WDUK(AM)-WFXC-FM Raleigh/Durham, N.C.; WRNS-AM-FM Kinston, N.C., and KLLL-AM-FM Lubbock, Tex.  
**Seller:** Kings Road Radio Inc., Myrtle Beach (Scott R. O'Neil, president); no other broadcast interests  
**Facilities:** 94.5 mhz, 3.5 kw, ant. 427 ft.

**Format:** News/talk  
**Broker:** Star Media Group Inc.

**KKWQ(FM) Warroad, Minn.**

**Price:** \$350,000

**Buyer:** Border Broadcasting LP, Minneapolis (Michael P. Pederson, manager of Border Broadcasting's general partner); no other broadcast interests

**Seller:** DeMolee Communications Inc., Warroad (Fred DeMolee, president); no other broadcast interests

**Facilities:** 92.5 mhz, 100 kw, ant. 472 ft.

**Format:** C&W

**Broker:** Johnson Communication Properties Inc.

**WRDJ-FM Roanoke, Va.**

**Price:** \$305,000

**Buyer:** Virginia Network Inc., Madison Heights, Va. (Bruce A. Houston, president/22.9% owner). WRDJ-FM has been resold to Cavalier Communications along with Virginia Network's WVLR(AM)-WJXX(FM) Lynchburg, WJJS(FM) Vinton-Roanoke and WLDJ(FM) Appomattox, all Va. ("Changing Hands," Nov. 6) Houston is 50% owner of KKCV(FM) Liberty, Mo.

**Seller:** SDB Inc., Copper Hill, Va. (Susan D. Brown, president); no other broadcast interests

**Facilities:** 105.3 mhz, 3 kw, ant. 75 ft.

**Format:** Oldies

**Broker:** Americom

**KASK(FM) Las Cruces, N.M.**

**Price:** \$301,000

**Buyer:** Sierra Industries Inc., Las Cruces (William Grindell, president/25% owner); also owns KSNM-FM Truth or Consequences, N.M.

**Seller:** Walter Rubens, Las Cruces (receiver)

**Facilities:** 103.1 mhz, 3 kw, ant. -111 ft.

**Format:** Adult contemporary, eclectic

**WKGT-FM Century, Fla.**

**Price:** \$237,500

**Buyer:** Dayton Communications Corp., Sarasota, Fla. (Daniel S. Dayton, president). Daniel Dayton is president of Clarion Broadcasting Corp., which is buying WFXL-TV Albany, Ga. (see TV item, above)

**Seller:** Ziffle Broadcasting Co. Inc., Pensacola, Fla. (Richard Lott, president); no other broadcast interests

**Facilities:** 105.1 mhz, 6 kw, ant. 328 ft.

**Format:** Big band

**Broker:** Kozacko Media Services

Continues on page 108

## WICKS GROUP

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# Joyner and Banks on the go in Chicago

ABC moving popular personalities from WGCI to WVAZ and WEJM

## Radio

By Donna Petrozello

In programing changes expected to reshape the Chicago radio market, ABC Radio Networks is moving ratings strongholds Tom Joyner and Doug Banks from WGCI-FM to Evergreen Media's WVAZ(FM) and WEJM(FM), respectively, starting next year.

ABC has syndicated Joyner's week-day morning show to 62 affiliates since January 1994. The network signed a deal last June to launch Banks's week-day afternoon show nationally beginning in January. Both shows target an urban format.

David Kantor, ABC Radio Networks executive vice president, says ABC chose the Evergreen stations for Joyner and Banks instead of WGCI-FM because the network wanted the hosts to be on separate FMs in the market. Since WGCI-FM is Gannett Broadcasting's only FM in Chicago, ABC chose Evergreen, which operates five FMs in Chicago through an FCC waiver.

Having Joyner and Banks on separate stations can maximize ABC's share of Chicago's urban audience, Kantor says: "Because their shows are different formatically, our goal was to get them on different stations."

Urban adult contemporary WVAZ

appeals mainly to 25-54-year-olds, while hip-hop WEJM targets 18-34-year-olds, says Don Moore, WEJM vice president/general manager. Kantor says ABC wants to position *The Tom Joyner Morning Show* on urban AC stations and *The Doug Banks Afternoon Show* on younger-targeted urban contemporary stations.

**"Because their shows are different formatically, our goal was to get them on different stations."**

ABC Radio's David Kantor

Kantor says ABC has signed nearly a dozen affiliates for Banks's show, which kicks off Jan. 1 in markets other than Chicago. Kantor would not disclose Banks's affiliates but said that the weekend countdown show, which Banks had not done while at WGCI-FM, will debut on Evergreen's urban contemporary KKBT(FM) Los Angeles.

Joyner and Banks each dominated the ratings while on WGCI-FM. Joyner ranked third among morning drive hosts, and Banks ranked first in afternoon drive, according to Arbitron's latest summer survey. Their departure is expected to shake up WGCI-FM's ratings.

Joyner debuts on urban adult con-

temporary WVAZ on Jan. 2. Banks will not debut on WEJM until July 1, 1996, because of a non-compete clause Gannett signed with ABC to prevent Banks from airing in Chicago for six months after the start of his contract.

In an interview before ABC's deal with WEJM, Banks said he "would like to keep his association with WGCI and Gannett" to make it easy for Chicago listeners to find him, but he acknowledged that ABC would be in charge of signing his national affiliates.

WGCI-FM President Marv Dyson says he'll now work to "reinvent WGCI-FM and move to the next level." WGCI-FM has signed comedian Steve Harvey, star of HBO's *Def Comedy Jam*, to fill Joyner's morning shift. WGCI-FM has not announced a replacement for Banks.

Dyson says Harvey "comes to the station not with a radio mentality, but with an entertainment mentality, which is the direction I think radio is going." Dyson says the station's morning and afternoon shows will continue as "music intensive" and hosted by a "strong personality"—similar to Joyner's and Banks's shows.

WKQX(FM) Chicago Program Director Bill Gamble says that the upcoming months will determine whether "people were listening to WGCI for Joyner and Banks or whether they were listening to WGCI for WGCI. We'll have to sit back and watch what happens." ■

## Downbeat October for radio advertising

The latest survey of revenue totals compiled by the Radio Advertising Bureau for radio stations in 100 markets confirms that October was a lackluster month.

The RAB's returns show a modest 4% gain in combined local and national ad revenue compared with October 1994. In addition, national ad revenue dropped an average 2%, and local ad revenue increased by an average 6% in October over the same period last year.

RAB President/CEO Gary Fries says that October 1994 saw unusually heavy radio advertising from political campaigns in that election year. Despite October's modest returns, Fries predicts full-year revenue levels for 1995 to finish 9% ahead of those in 1994.

"Considering that radio experienced combined 4% growth over and above the double-digit increases we saw during the month of October in the 1994 election,

our growth track remains right on target," Fries says.

Markets in the West, Southwest and Midwest showed a decline in national ad revenue—up to 15%—for October over the same month last year. Markets in the East and Southeast, however, saw increases of up to 9%.

In local ad revenue, markets in the Southwest and Southeast turned in up to 10% increases for October 1995 over October 1994. Stations in the East, however, reported only an average 1% gain in local ad revenue.

For January-October 1995, the RAB reports an average 10% increase in local ad revenue and a 9% gain in national ad revenue for all markets compared with the same period last year.

Local and national revenue data is provided to the RAB by the independent accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

—DP

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## WLS-FM Chicago to tackle country

Newly hired GM Gregg Lindahl has announced that WLS-FM Chicago will soon debut a country format, but he has not pinned down a start date. WLS-FM has simulcast a talk format with sister station WLS(AM) since June, but broke the simulcast Nov. 23 to prepare for the shift to country. Since then, WLS-FM has played continuous Christmas music, Lindahl says.

WLS-FM is expected to compete with Infinity Broadcasting's country WUSN(FM), which has been the market's only country outlet. WKQX(FM) Chicago programmer Bill Gamble expects the change at WLS-FM to "increase the overall shares of country listening in the market."

## Bloch conspirator arrested

Steven E. Wiegner, alleged conspirator with deposed talk radio financial guru Sonny Bloch, has been arrested and charged with conspiring to defraud Bloch's listeners through shady investments in wireless cable franchises and radio station ownership deals. Wiegner had been president of the Independent Broadcasters Network, which syndicated Bloch's show nationally.

Wiegner, who pled guilty to fraud conspiracy charges, faces a maximum five years in prison and \$250,000 fine. He is one of 10 people arrested this year and charged by the U.S. Attorney's Office with conspiring in Bloch's alleged deception scheme. Bloch was arrested last June and charged with swindling \$21 million from listeners by pitching sour investment deals on his radio show. Bloch is scheduled to stand trial in April.

## Midmarket stations receive RDS kits

The Electronic Industries Association is expected to send radio data system (RDS) encoders, radios and software to FM stations in markets ranked 11-25 this week to encourage stations in the top 25 markets to adopt RDS. EIA spokesman Steve Hill says that more than 100 stations in the top 10 markets signed on to

the RDS system earlier this year after reviewing the equipment they were sent last summer. EIA's goal is to contact and sign every FM station to the RDS system by next May, Hill says.

## Don & Mike expand with CD-ROM

Tag team afternoon talkers Don Geronimo and Mike O'Meara of WJFK-FM Washington have developed a CD-ROM

based on their syndicated radio show.

Released Dec. 8, "The World of Don and Mike" includes sound bites from the show, mini-movies featuring the show's cast and crew, and a visual "strip trivia game."



## NARTSH names Gray best for 1996

The National Association of Radio Talk Show Hosts, which made headlines last spring by honoring G. Gordon Liddy as its "talk show host of the year" for 1995, last week said that WOR(AM) New York talker Barry Gray will receive the same distinction in 1996.

Gray, 79, renowned as one of New York's talk radio veterans, began his

career at WOR in 1946. He later hosted a show at WMCA(AM) New York for 39 years before returning in 1989 to WOR to host a show each weeknight.

A NARTSH spokesperson says that Gray has "consistently garnered interest and admiration from people within and outside the broadcast industry." Gray will receive the award in Washington next June during NARTSH's annual convention.

## Career commemorative

The Broadcasters Foundation is offering a desktop commemorative to members as part of a membership campaign. The Lucite piece documents the date and place that the member entered the broadcasting industry.

The goal of the drive is to support the foundation's aim "to provide forums, support and resources to the next generation of broadcast leadership."

Fifteen years in radio, television or allied fields is required for membership in the organization, founded in 1942 as the Broadcast Pioneers.



## National ad spending to increase 7.5%

In his latest industry "Insider's Report," McCann-Erickson Senior VP Robert Coen anticipates that national advertisers will spend nearly \$2.7 billion in radio campaigns in 1996, up from \$2.5 billion in 1995.

Media buying should be robust in 1996, totalling about \$174.1 billion, or 7.8% more than the \$161.5 billion spent in 1995, Coen says. The growth will be due in part to advertising during coverage of the summer Olympics and the presidential election, Coen reports.

He also says heaviest advertisers will be computer software manufacturers/retailers, the movie industry, chain retail shops and cigarette and liquor manufacturers.—DP



More than 950 broadcasters and sales executives turned out for the New York Market Radio Broadcasters Association's 12th annual Christmas party Dec. 1 at the Marriott Marquis in New York. Pictured: Sandy Josephson, NYMRAD; Scott Herman, WINS(AM) New York; Harvey Nagler, WCBS(AM); Lori Newman, Shadow Traffic, and Steve Swenson, WINS.



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# Talk Shows

Despite lackluster ratings for this year's new class of talkers and the high-profile shots taken at the genre from Washington and elsewhere, TV just keeps on talkin', with at least a dozen new shows in the works for 1996. Ironically, charges of sleaze leveled at the genre may have actually provided a boost to talk programmers, with some veteran shows now marketing themselves as new and improved, and new shows positioning themselves as a fresher and friendlier alternative. In late night, the balance of power has shifted, while on the local front, stations continue to launch shows in hopes of capitalizing on the genre's proven staying power, witness Oprah (once a local show), which continues to be the talk benchmark.

## Talk's veterans hang tough

*This year's youth movement among new syndicated show hosts isn't paying off in the ratings*

By Cynthia Littleton

**T**here's been a lot of talk but relatively little action on the first-run talk show front this fall.

The old guard of daytime afternoon talk has successfully, almost effortlessly, beaten back the onslaught of youth sparked by *Ricki Lake's* meteoric rise last year.

While the ratings-grabbing climax of the O.J. Simpson trial has been widely blamed for the sluggish start of most talk shows this season, veteran TV observers say the talk business has fallen victim to its own success. Some say the genre's growth is limited by the sheer number of shows vying for a piece of the ever-shrinking broadcast TV audience.

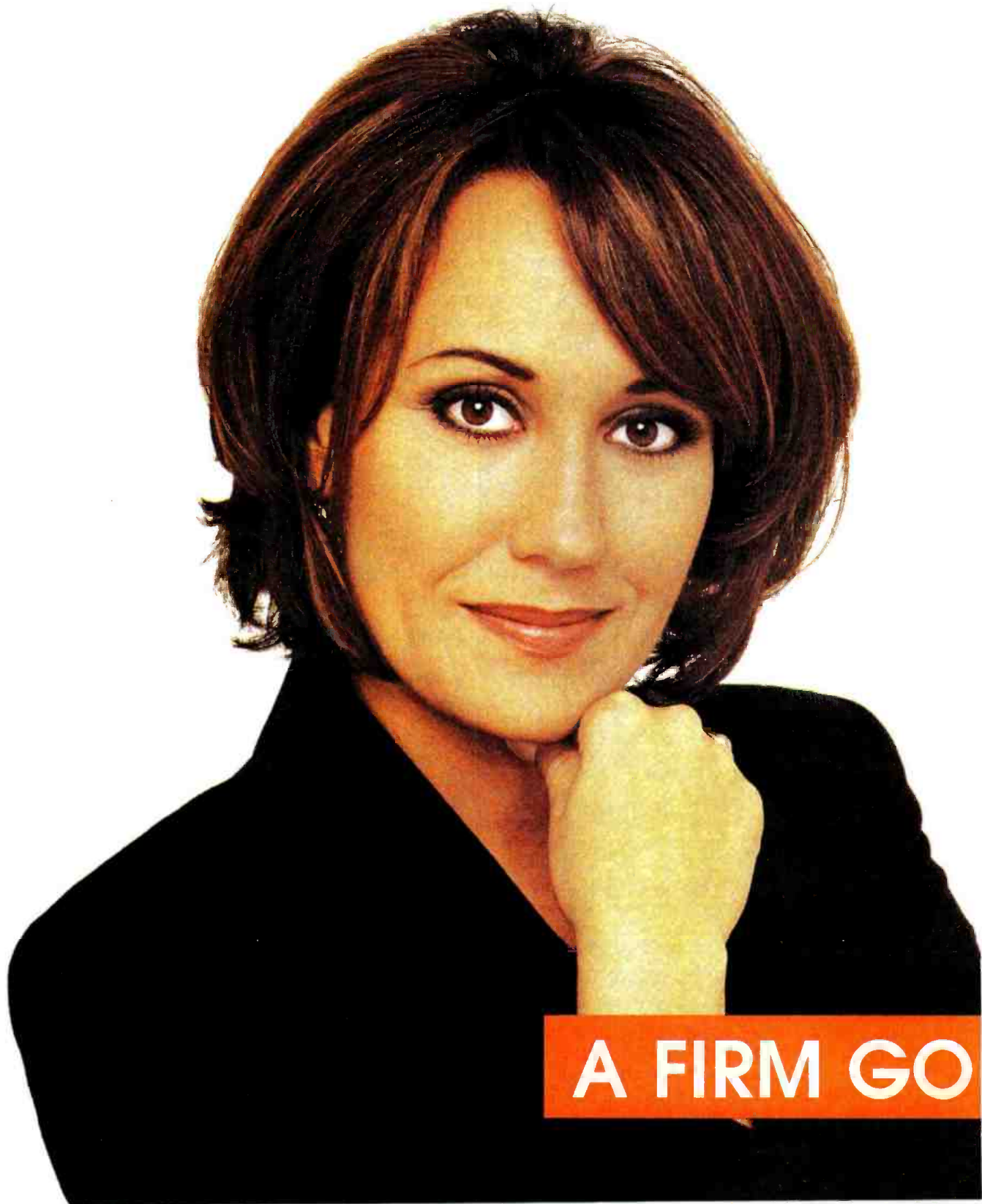
Cannibalization is a word that's frequently used to describe the contest between all but the highest rated of the 23 talk show strips airing in syndication this season.

In hindsight, many industry executives concede that the weak performance of this year's new shows was easily foreseeable. Most were designed to capitalize on *Ricki Lake's* success at attracting younger viewers to the genre, but none of them have caught fire with what still is a small portion of the overall talk audience.

Even the established shows are having trouble distinguishing themselves in such a crowded market, which is one reason that the individual show topics have become more sensational and bizarre. It's telling that most of the new shows in the works for next fall are being pitched as "substantive" or "advertiser-friendly," a trend that was



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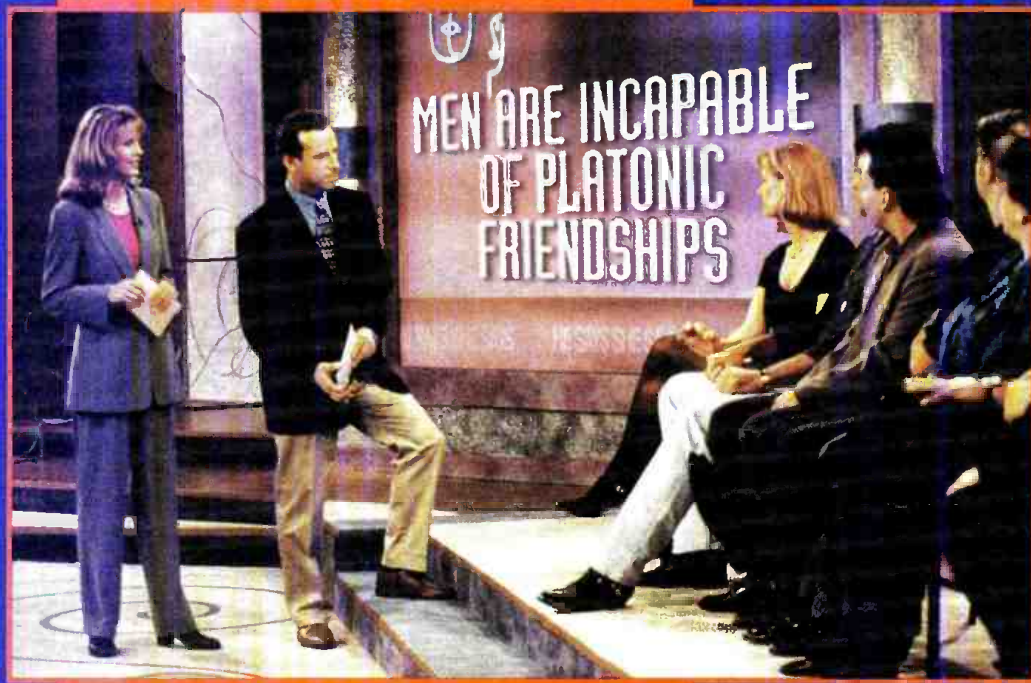
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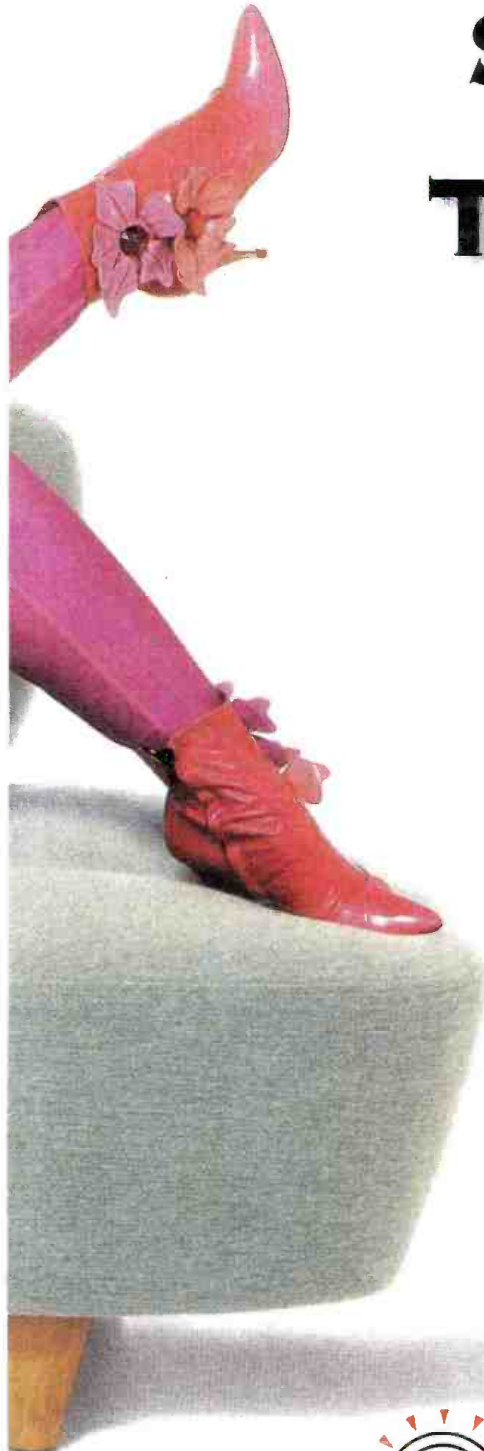
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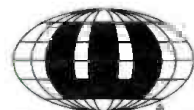
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pantheon destined  
for ‘classic’ status”**

— Bergen, N.J. Herald & News

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“...a sly spoof  
of sleazy gabbers...”

— Orange County Register

“...a parody of  
those daytime talk  
shows that often  
seem a parody of  
themselves”

— TV Guide

“SHARPLY  
EXECUTED”

— Newsweek

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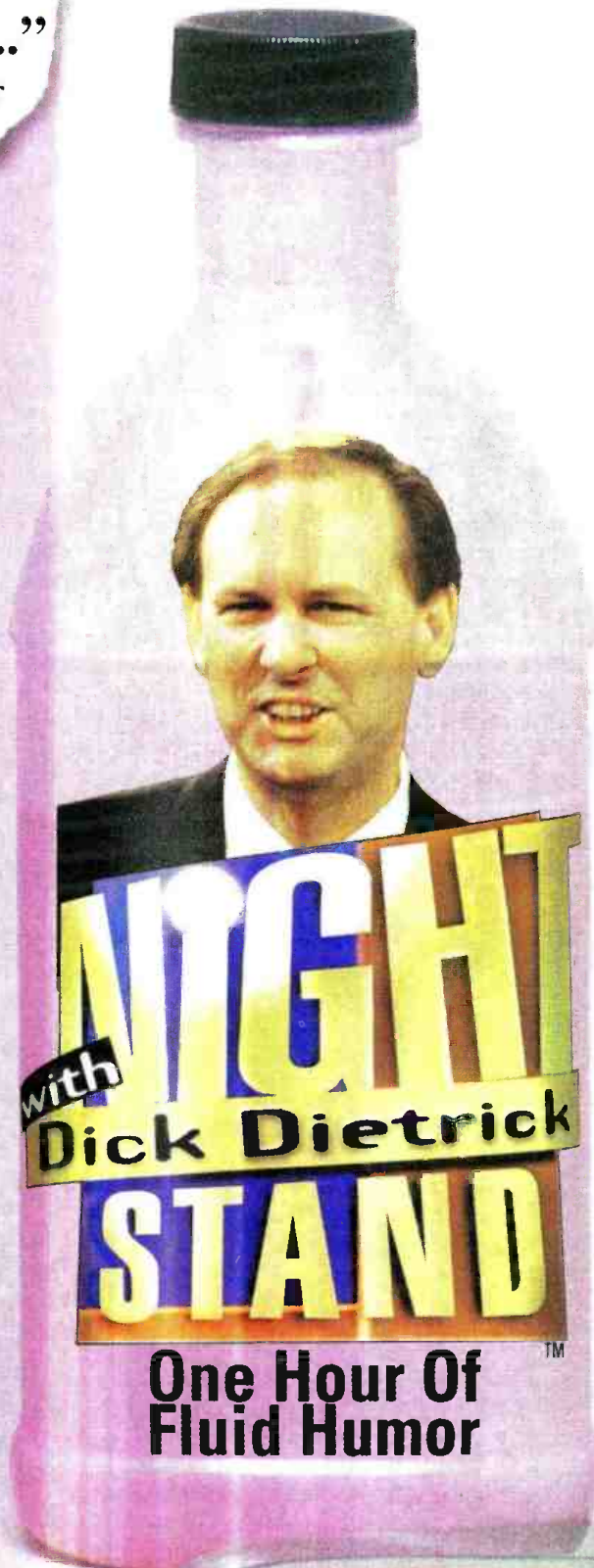
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“A savvy satire  
of trashy  
*Geraldo*-style  
talk shows...”

— Entertainment Weekly

lastic barf of talk  
As funny as the real  
yet no one had to  
eally get sick”

— Associated Press



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TELEVISION**  
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**Champions aren't  
always ahead in  
their first quarter.**

<b><u>Vs. Lead-in</u></b>	<b><u>NIH</u></b>	<b><u>W25-54</u></b>
<b>Jenny Jones</b>	<b>-36%</b>	<b>-33%</b>
<b>Jerry Springer</b>	<b>-31%</b>	<b>-35%</b>
<b>Montel Williams</b>	<b>-29%</b>	<b>-23%</b>
<b>Ricki Lake</b>	<b>-25%</b>	<b>-21%</b>
<b>Maury Povich</b>	<b>-20%</b>	<b>-26%</b>

# George and Alana. The team with the

## Advertiser Support-

*George and Alana* continues to be one of the few shows that advertisers seek out and aggressively support.

## 23% Increase In Ratings-

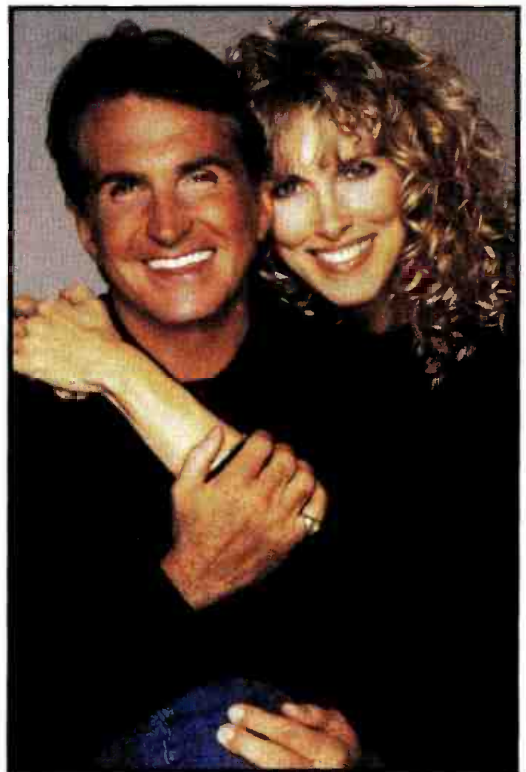
From the October sweep to the November sweep, *George and Alana's* national ratings have steadily grown.

## \$5,000,000 February Promotion-

The biggest talk show promotion in history.  
5 full page national TV Guide ads!  
57 Million HH Val-Pak mailing!  
10,000 supermarkets displaying *George and Alana* rackhangers!

## Unprecedented Publicity-

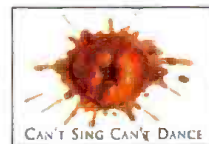
*George and Alana* continues to dominate their peers with feature articles in *TV Guide*, *People Magazine*, *Vanity Fair*, *USA Today*, *IN Style* and *Rolling Stone*.



# winning strategy.



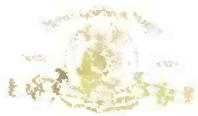
in association with  
**George Hamilton**  
Productions, Inc.



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Source: NSS HH Rtg. 9/25-10/22 vs. 10/30-11/26

*compelling*

*accomplished*



*Member since 1974*

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*credible*

*It's time  
talk had  
the voice  
of experience*

THE

**BRADSHAW**

**D i f f e r e n c e**

THE "THOUGHT SHOW" FOR THE 90'S





Just how far  
will Danny go?



# According to the critics,

**“...THE BEST NEW TALK SHOW...  
THE GUY IS GOOD.”**

—ENTERTAINMENT WEEKLY

**“...BELIEVE IT OR NOT, DANNY! COULD  
CHEER YOU UP ON A BAD DAY.”**

—TV GUIDE

**“DANNY! IS...A FAR CRY FROM  
THE TRASHY TALK SHOWS...IT IS  
LIGHTHEARTED AND PLAYFUL.”**

—CHICAGO'S DAILY HERALD

**“THE ONLY NEW (TALK SHOW HOST)  
NOT STEALING SOMEONE ELSE'S SHTIK  
IS DANNY BONADUCE.”**

—NEWSWEEK

**DANNY!**

**Buena Vista  
Television**

©Buena Vista Television

# all the way to the top!

**“HIS REFRESHING LACK OF  
SANCTIMONY SETS HIM APART  
FROM THE HERD.”**

– PEOPLE MAGAZINE

**“HE’S CLEARLY  
THE BEST**

of the new breed, so far  
living up to his promise to  
bring fun back to daytime TV.”

– CHICAGO SUN-TIMES

**“(BONADUCE) KNOWS HOW  
TO WORK AN AUDIENCE.”**

– DALLAS MORNING NEWS

**“HIS IRREVERENT STYLE SEEMS  
PERFECT FOR YOUNG VIEWERS,**

yet he’s also expected to do  
well among boomers”

– SAN JOSE MERCURY NEWS

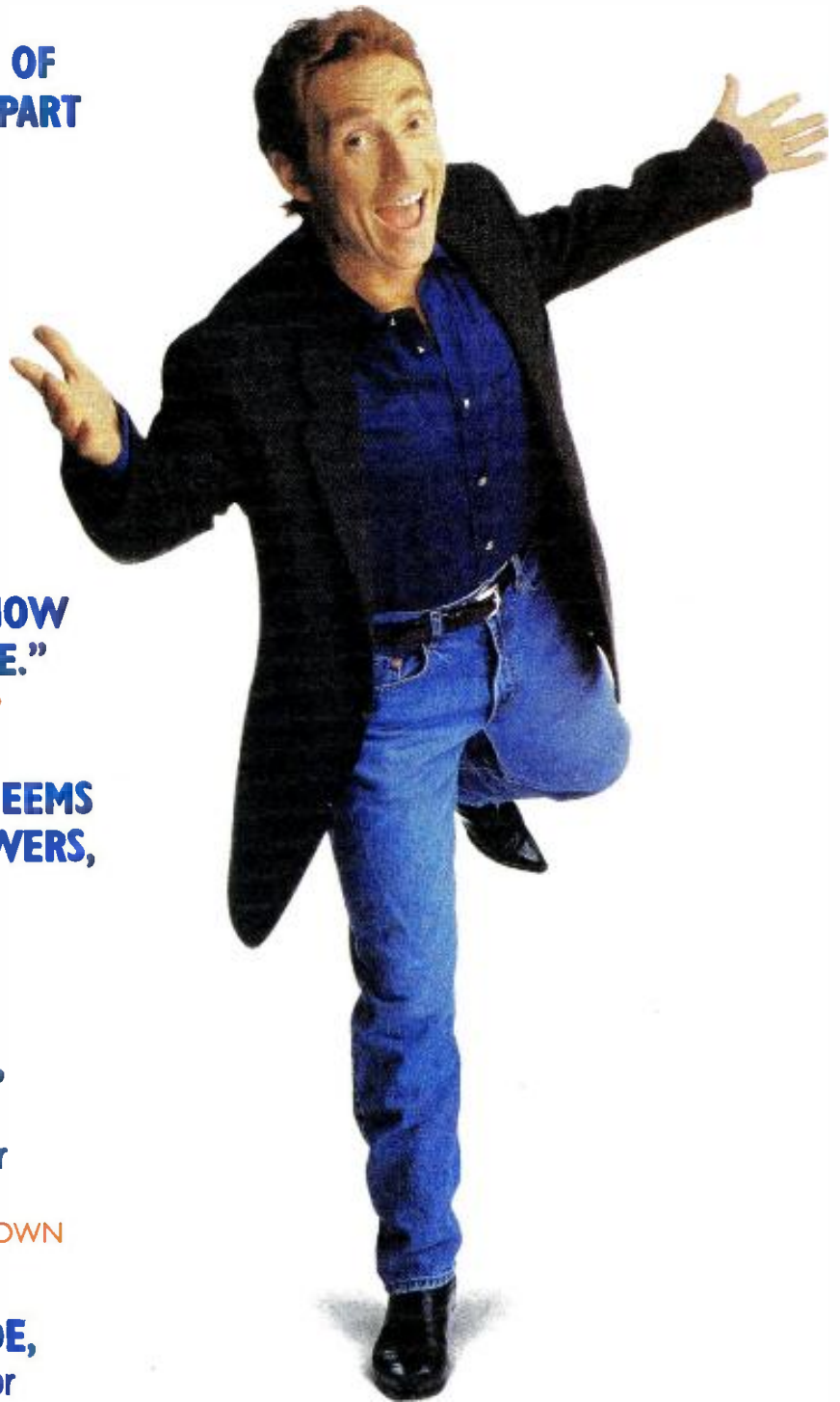
**“IT’S PLEASANT FUN,  
HARMLESS TV,**

vastly preferable to the other  
sleaze on the air.”

– CHICAGO’S DAILY SOUTHTOWN

**“WE HAVE TO CONCEDE,  
Bonaduce makes a good fit for  
the blab business.”**

– PASADENA STAR NEWS



**The Show That's Too Much  
Fun to be Called Talk is  
BACK FOR  
ANOTHER  
YEAR OF FUN!**

**MAJOR MARKETS  
ALREADY RENEWED!**

<b>NEW YORK</b>	<b>WWOR</b>
<b>LOS ANGELES</b>	<b>KCOP</b>
<b>SAN FRANCISCO</b>	<b>KBHK</b>
<b>MINNEAPOLIS</b>	<b>KMSP</b>
<b>PHOENIX</b>	<b>KUTP</b>
<b>SAN ANTONIO</b>	<b>KMOL</b>
<b>SALT LAKE CITY</b>	<b>KTVX</b>
<b>PORTLAND</b>	<b>KPTV</b>

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**ALL AMERICAN  
TELEVISION, INC.**

*A Subsidiary Of*

**ALL AMERICAN COMMUNICATIONS, INC.**

Produced by

**United Television, Inc. and  
Chris Craft Television Productions, Inc.**

A portrait of Richard Bey, a man with dark hair, wearing a dark suit jacket, a light-colored shirt, and a patterned tie. He is smiling and resting his chin on his hand. The background is a gradient of pink and orange.

**FIRST-RUN  
HOUR STRIP  
AVAILABLE  
FALL '96**

**THE  
Richard  
BEY  
SHOW**



**WE'VE**

**GOT**

**TALK**

**DOWN...**





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according to local Nielsen data. *Northwest Afternoon* was tied for first with *Donahue* in household rating and share.

A longtime believer in local programming, KAKE-TV in 1991 launched *The Ol' Mike & Mogie Show*, a one-hour talk show that airs at 11 a.m. The show is unique in several ways. Ol' Mike is Mike Oatman, one of the principals in radio group Great Empire Broadcasting Co. who is also GM of KDFI(AM) and a radio personality in the market. Mogie Langston is a former beauty queen (runner-up, Miss Kansas) and a former host of *P.M. Magazine*.

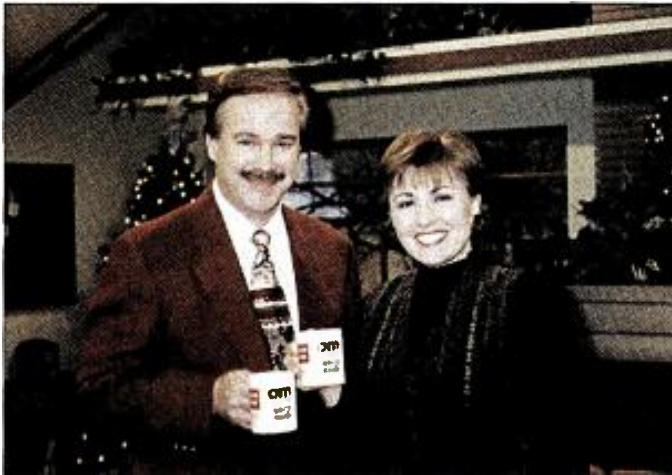
The show is produced and owned by KAKE-TV, but the station and Great Empire have formed a sales partnership in which they package time in the show with Empire radio spots as well as space in a small local newspaper owned by Empire. Some of the TV avails amount to mini-infomercials of up to 8 minutes, which are live on the show.

According to Golledge, the show has been a "roaring success" for the station. "We like to think of it as Grace Kelly meets Jed Clampett," says *Ol' Mike & Mogie* co-producer Joanne Lofland.

The show's operation is lean and mean. "We don't really have a budget," Lofland says. The staff comprises Lofland and the co-hosts (Langston is also co-producer). "If we need to do a remote shot, we ask the commercial production department if they can spare a photographer." But the show is competitive, second behind *The Young and the Restless* and ahead of *Donahue*.

In Philadelphia, a local morning talk show, *AM Philadelphia* on WPVI-TV, has reinvented itself several times to hold on to its number-one spot in the time period. Initially, the show was a "traditional hour-long morning talk show," says executive producer Marilyn Phister.

Several years ago, the show was cut back to a half-hour. "At the time, we changed our philosophy," says Phister. "We wanted to be a daytime version of *Nightline* with a more tabloid-type feel. The story selection is different, but the approach to every show is like *Nightline*'s."



'AM Buffalo' on WKBW-TV debuted in 1964 and is still going strong.

Phister describes "tabloid feel" as subjects and issues that grab people—stories about crime, relationships, race and legal issues as well as major breaking stories. The show focused exclusively on O.J. Simpson-related stories during the nine months of his trial. "But we won't do Bosnia or in-depth stories on welfare reform because they don't interest our audience," she says.

Jettisoned with the hour format, Phister says, were some "old-fashioned" segments on cooking and other demonstration pieces. "We're sandwiched between *Jenny Jones* and *Ricki Lake* and we're up against *Sally*, and if we're going to hold the audience we have to arouse their passions," she says. "But we'll do it in a way we're comfortable with. We don't put dysfunctional families on the air."

As an ABC owned-and-operated station in a major market, WPVI-TV has resources at its disposal, including "healthy" satellite and travel budgets. ABC News also helps occasionally. The day after the highly publicized interview with Princess Diana aired in the UK last month, *AM Philadelphia* aired a live show from the London bureau of ABC News.

KOMO-TV's *Northwest Afternoon* frequently tackles controversial topics, says Stendal. "But we [think] that compelling is not synonymous with exploitive. We look at every topic and ask ourselves why we are putting this on the air. Just to get big ratings is not the right answer. There has to be redeeming benefit for the viewers, recognizing at the same time that talk is entertainment."

In Cleveland, WEWS-TV airs *Morning*

*Exchange*, one of the longest running local talk shows. Created by Alan Peris, now with Columbia TriStar Television Distribution, the two-hour program debuted in 1972 and was used as a model format for *Good Morning America* in 1975. Until recently, WEWS-TV carried only an hour of *GMA* to make room for *Morning Exchange*. The station now carries two-hour versions of both.

With two hours daily, the show still has time for traditional cooking and fashion segments. But it also tackles

weightier issues, says Gary Stark, director of programming and research for WEWS-TV. "Instead of people yelling at each other on the air, we concentrate on the doctors and therapists discussing those issues," says Stark. Dysfunctional people do appear on the show, he says, but in the "recovery phase." Frequently, guests call in looking for help.

*AM Buffalo* is another long-running local talk show that has evolved during the years. It debuted in 1964 as *Dialing for Dollars*, a game/talk hybrid, and switched to its current talk format in 1978, says John DiSciullo, promotion and marketing manager, WKBW-TV Buffalo.

DiSciullo and others point to a long list of local talk shows that have disappeared in markets including Boston, San Francisco, Baltimore, Pittsburgh, Minneapolis, Detroit, Houston, Washington and Los Angeles. "It's a shame they didn't stick with it and see the value of it. The ones that are still here have proved it's a worthwhile local advertising vehicle. And you can't showcase what is happening in your community to the extent you can with a local talk show. You can't take the time to explain and see." This is particularly true, he says, at a time when viewers are increasingly saying "enough" to exploitive talk, as evidenced by the poor ratings of this season's new crop of new syndicated talk shows.

In Washington, WUSA-TV recently canceled its two-year-old daily local talk show, *Broadcast House Live*. Station program director Sandra Butler-Jones says WUSA-TV is still committed to local programming, but that the resources are better spent "supporting the core news product." ■

# Cable

December 11, 1995

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The Newsweekly of Television and Radio

# HBO cleans up at ACEs

Several winners cite Fuchs's contributions

By Jim McConville

**A**lthough HBO walked away the big winner at the 17th annual CableACE Awards in Los Angeles last week, ousted HBO executive Michael Fuchs got the single biggest reception, with several award recipients saluting his legacy as head of the network.

HBO captured 27 CableACE trophies during the awards banquet sponsored by the National Academy of Cable Programming, far outdistancing rival Showtime—a distant second with seven awards. HBO's *The Larry Sanders Show*, starring Gary Shandling, was the single biggest individual winner, netting four awards.

Other cable network award winners were Comedy Central (5), ESPN (5), The Disney Channel (4), The Learning Channel (4) and Turner Network Television (TNT) (4).

Although not at the awards dinner, Fuchs—ousted last month by Time Warner Chairman Gerald Levin—was mentioned by several award winners during their acceptance speeches.

Shandling, accepting the award for *Larry Sanders*, said, "There's one [HBO] team member missing tonight; we'll miss him." Later, Bill Maher—accepting the award for Comedy Central's *Politically Incorrect*, which won for best cable talk show series—raised a black-gloved hand in a salute to Fuchs.

Shandling also grabbed a trophy for host of the *HBO Comedy Hour: The 1995 Young Comedians Special*. Other HBO awards included *Citizen X* and John Frankenheimer for *The Burning Season*.

In addition to the 17 awards handed out on Saturday evening, Dec. 2, CableACE trophies in 38 categories were awarded the night before.

Following is a sampling of the winners of the 17th Annual National CableACE Awards.

**Comedy Series**—*The Larry Sanders Show*; Home Box Office; Brillstein/Grey Entertainment

**Dramatic Series**—*The Outer Limits*; Showtime; Trilogy Entertainment/



*Pictured above (clockwise from left): ACE Awards host Mary Tyler Moore; HBO Chairman/President/CEO Jeff Bewkes with Top ACE getter Gary Shandling; Discovery Chairman/CEO and cable academy chairman John Hendricks with Linda Hamilton, ACE winner for USA Networks' 'A Mother's Prayer.'*

Atlantis Films Ltd.

**Actress in a Comedy Series**—Wendie Malick as Judith, *Dream On*; Home Box Office

**Actor in a Comedy Series**—Garry Shandling as Larry Sanders, *The Larry Sanders Show*; Home Box Office

**Actor in a Dramatic Special or Series**—John Hurt as The Comte, *Picture Windows: Two Nudes Bathing*; Showtime

**Actress in a Dramatic Special or Series**—Paula Jai Parker, *Cosmic Slop: Tang*; Home Box Office

**Supporting Actor in a Movie or Miniseries**—Jeffrey DeMunn as Andrei Chikatilo, *Citizen X*; Home Box Office

**Supporting Actress in a Movie or Miniseries**—Jean Marsh as Anna Von Hagen, *Fatherland*; Home Box Office

**Variety Special or Series**—*Dennis Miller Live*; Home Box Office

**Actor in a Movie or Miniseries**—Raul Julia as Chico Mendes, *The Burning Season*; Home Box Office

**Animation Special or Series**—*Dr. Katz: Professional Therapist*; Comedy Central; HBO Downtown Productions

**Children's Special or Series (6 and Younger)**—*Dr. Seuss Daisy-Head Mayzie*; Turner Network Television; Hanna-Barbera Cartoons



**Program Interviewer**—Jane Wallace, *Under Scrutiny with Jane Wallace*; fX  
**Entertainment/Cultural Documentary Special**—*Inside the Dream Factory*; Turner Classic Movies

**Golden CableACE—KNOWTV**: *Changing What, Why and How You Watch*; The Learning Channel; Time Warner Cable

**Governors Award**—Kay Koplovitz, USA Networks

**Performance in a Music Special or Series**—Elton John, *A Special Evening with Elton John*; The Disney Channel

**Entertainment Host**—Garry Shandling, *HBO Comedy Hour: The 1995 Young Comedians Special*; Home Box Office

**Talk Show Series**—*Politically Incorrect with Bill Maher*; Comedy Central; HBO Downtown Productions

**Writing an Entertainment Special**—*Dennis Miller Live: America, Where Did Our Sense of Humor Go*; Home Box Office

**Actress in a Movie or Miniseries**—Linda Hamilton as Rosemary Holmstrom, *A Mother's Prayer*; USA Networks

**Directing Live Sports Events Coverage Special or Series**—Doug Holmes, ESPN's 1995 Stanley Cup Finals; ESPN

**Educational or Instructional Special or Series**—*One Survivor Remembers*; Home Box Office

**Directing a Movie or Miniseries**—John Frankenheimer, *The Burning Season*; Home Box Office

**Movie or Miniseries**—*Citizen X*; Home Box Office; Citadel Entertainment

**Directing a Comedy Special**—Anthony Morina, *The Clinic*; Comedy Central

**Directing a Comedy Series**—Todd Holland, *The Larry Sanders Show: Doubt of the Benefit*; Home Box Office

**Directing a Documentary Special**—Kary Antholis, *One Survivor Remembers*; Home Box Office

**Directing a Dramatic Special or Series**—Stuart Gillard, *The Outer Limits: Sandkings*; Showtime

**Directing a Music Special or Series**—Beth McCarthy, *Eagles Hell Freezes Over*; MTV: Music Television

**Writing a Children's Special or Series**—Pauline Le Bel, *The Song Spinner*; Showtime

**Writing a Comedy Series**—*The Larry Sanders Show: Doubt of the Benefit*; Home Box Office

**Writing a Documentary Special**—Frank Deford, *Arthur Ashe: Citizen of the World*; Home Box Office

**Writing a Dramatic Special or Series**—Patricia Resnick, *The Showtime 30-Minute Movie: Grandpa's Funeral*; Showtime

**Writing a Movie or Miniseries**—Stanley Price, *Genghis Cohn*; A&E Television Networks

**Editing a Comedy or Music Special or Series**—Nancy Morrison, *Dream On: I Never Promised You Charoses, Martin*; Home Box Office

**Editing a Documentary Special or Series**—Chuck Workman, *The First 100 Years: A Celebration of American Movies*; Home Box Office

**Editing a Dramatic Special or Series/Movie or Miniseries**—Richard Harris, *Indictment: The McMartin Trial*; Home Box Office

**Art Direction in a Comedy/Music**

**Special or Series**—*In Search of Dr. Seuss*; Turner Network Television

**Art Direction in a Dramatic Special or Series/Movie or Miniseries**—*The Old Curiosity Shop*; The Disney Channel

**Cinematography in a Movie or Miniseries**—Alexander Gruszynski, *Kingfish: The Story of Huey P. Long*; Turner Network Television

**Original Song**—"Touched by the Sun," Carly Simon, *Carly Simon: Live at Grand Central*; Lifetime Television

**Original Score**—Marco Frisina, *Joseph*; Turner Network Television

**Costume Design**—Lainey Keogh, *Picture Windows: Two Nudes Bathing*; Showtime

**Make-Up**—*Tales from the Crypt*; Home Box Office

**International Comedy Special or Series**—*Whose Line Is It Anyway?*; Comedy Central; Hat Trick Productions

**International Cultural/Performing Arts Special or Series**—*Peter & the Wolf*; A&E Television Networks

**International Documentary Special or Series**—*Charles Manson: The Man Who Killed the Sixties*; The Learning

Channel; Box Production

**International Dramatic Special or Series/Movie or Miniseries**—*Band of Gold*; Home Box Office; Granada Television

**International Informational Special or Series**—*France's Forgotten Shame*; Discovery Channel

**Creators Award**—*Biography*; A&E Television Networks

**Comedy Special**—*HBO Comedy Hour: Kathy & Mo: The Dark Side*; Home Box Office; A Paula Mazur Production in association with Good Dog Productions Inc. & Big Fat Liar Productions

**Stand-up Comedy Special or Series**—*Full Frontal Comedy*; Showtime; KMW Productions

**Sports Commentator/Analyst**—Dick Schaap, *The Sports Reporters*; ESPN

**Sports Events Coverage Series**—*Sunday Night NFL*; ESPN

**Sports Play-by-Play Announcer**—Marv Albert, *New York Knicks Basketball*; Madison Square Garden Network

**Sports Information Series**—*MTV Sports*; MTV

**Sports Host**—Keith Olbermann, *SportsCenter*; ESPN ■

## Jones launches country channel

Looks for synergy with its two country radio formats

By Jim McConville

Cable TV will gain a second dedicated country music and entertainment channel this month when Jones International Networks Inc. launches Great American Country (GAC).

GAC is scheduled to start Dec. 31 with carriage on approximately 60 Jones Intercable systems, making it available to some 1.3 million addressable households.

The network will go directly up against Group W-owned Country Music Television (CMT), which passes roughly 28 million addressable homes.

"Based on our country radio experience, we [think] we can do a very satis-

factory job programing the television side," says Gregory J. Liptak, group president, Jones International.

Jones already offers country music to approximately 1,000 affiliate radio stations through its Jones Satellite Network. Liptak says that some 450 of those stations subscribe to one of Jones's two country music radio services—U.S. Country and CD Country.

GAC will be gradually rolled out on Jones systems during the first half of 1996. "You have to find channel space, and you have to notify subscribers and municipal authorities; it takes time to do that," Liptak says.

In addition to Jones systems, GAC has a commitment from Kansas City-based National Cable Television Cooperative (NCTC), a buying group that

represents roughly 5 million cable subscribers, says Liptak. "These are generally the small and medium-size cable systems across America."

Jones will offer other cable systems equity in the network in exchange for carriage. Cable systems will get four minutes per hour for local advertising sales—double the industry average, says Liptak. "We're convinced that cable operators are not making a lot of

money on the competitive country-and-western products," he says. "We hope to give cable systems four minutes to develop that."

Liptak says GAC's strategy will be to offer a wider range of country music programming than is now available. "We hope to broaden the programming to more carefully match the cable demographic, which in our judgment is 25-54 years old."

Steps to that end are to include a heavier weekly rotation of top 10 country music videos than that of CMT. The network also will go back through 25 years of classic country/western videos to develop a "platinum list" of videos.

Programming will be exclusively music video during the first half of 1996, says Liptak. A second phase to add country-and-western-related programs will start the latter part of the year. ■

# Request paints rosy PPV future

*Study shows double-digit growth in households in 1996*

By Jim McConville

**P**PV distributor Request Television predicts double-digit growth in PPV households through 1996.

Next year, the number of addressable pay-per-view households will increase 14%, from 26.5 million to 30.2 million homes, according to figures published in Request's annual "PPV Year in Review" report for 1995. Request also predicts that the average number of pay-per-view channels per cable sys-

tem will jump from 4.5 to 5.2 next year, a 16% increase over 1995.

"The big thing is cable systems adding more channels," says Jeffrey Bernstein, vice president, programming and marketing, Request Television. "A few years ago the average was one to two channels, now we're getting to four to five."

Request TV plans to expand its number of PPV channels from six to 11 by July of next year. "We need to add more channels even to serve our exist-

ing base," says Bernstein. "But once people start rolling out digital, they're going to need even more channels."

The average PPV channel subscriber universe—the number of addressable households times the average number of PPV channels—will climb from 119 million to 157 million households next year, a 32% increase over 1995, the study suggests.

PPV subscribers, meanwhile, will likely get to see PPV movies sooner than ever before. Request predicts that the average home video PPV window—the time between home video and PPV release—will shrink from 50 to 46 days in 1996.

This year, boxing accounted for 56% of total PPV event revenue. For 1996 Request predicts that boxing will climb to 62%. One PPV category to suffer a significant drop: concerts. Request reports that market share for concerts and miscellaneous events dropped from 14% in 1994 to less than 1% this year.

Boxing still carries the highest price tag. The average price of a PPV heavy-weight boxing event this year was \$36.95 (based on five events), compared with a \$27.03 average price for non-boxing PPV events.

Request predicts that the 1995 average PPV retail price of \$4.10 will drop almost 3%, to \$3.99, next year, the result, says Bernstein, of increased competitors—DBS and wireless—that plan to price PPV movies under \$3.

Request also predicts that the number of sell-through home video titles released to PPV will shrink from 15 to 12, reversing a three-year trend. "Part of it is because there were so many big PPV titles this year, and there are certain sell-through titles that just do not come to PPV," says Bernstein. ■

## WORLDWIRE

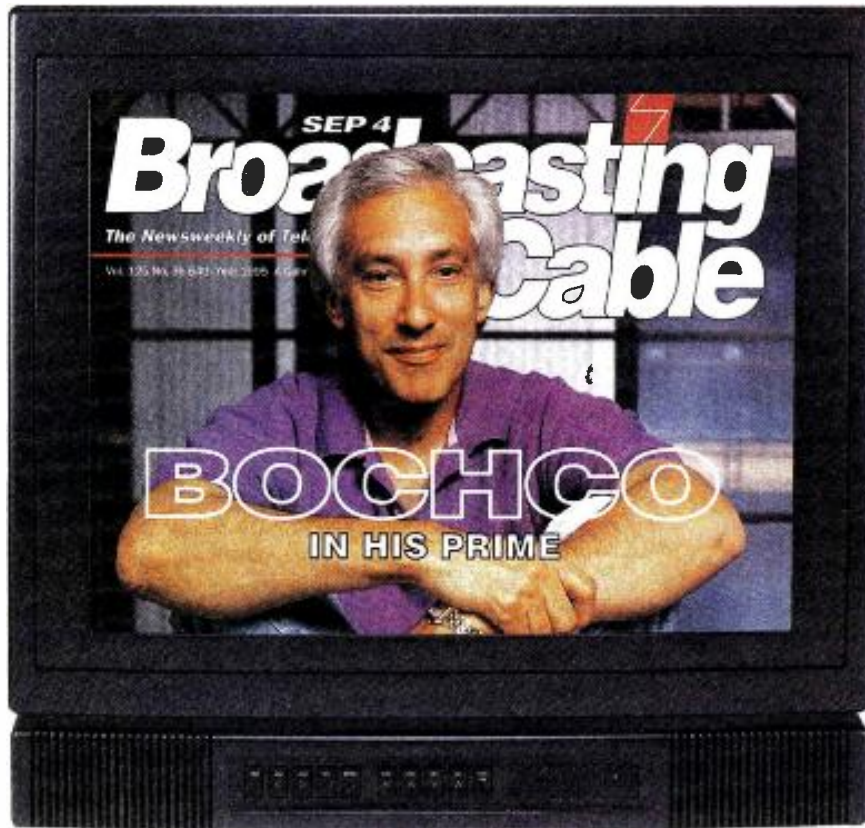
Continuing to add to its growing list of international cable interests, **Tele-Communications International Inc.** (TCI<sup>2</sup>) is investing a hefty \$100 million during the next two years in Multithematiques, a Paris-based cable and satellite programming venture (BROADCASTING & CABLE, Oct. 16). Other equal partners in the venture, which will develop and roll out theme channels internationally, are French pay-TV group Canal+ and Generale D'Images, media arm of French utilities and construction group Generale des Eaux. Multithematiques' initial goal is to provide new services for TCI<sup>2</sup>'s Latin American cable and DTH ventures as well as bring channel concepts to Japan via TCI<sup>2</sup>'s stake in Jupiter Telecommunications. The company also will cooperate on production and channel development with the UK's Flextech, in which TCI<sup>2</sup> has a 60% stake. TCI<sup>2</sup> thinks Multithematiques will strengthen its already extensive programming operations. The MSO has ownership interest in companies offering cable to 2.4 million subscribers in 31 separate programming businesses and is one of the largest multichannel program providers in Continental Europe.

Richard Branson's **Virgin Group** will challenge the UK's Independent Television Commission (ITC) over the award of the franchise for Britain's fifth terrestrial channel, Channel 5. Channel 5 Broadcasting and Virgin TV made equal bids of £22 million (\$34 million) for the franchise, but Virgin lost out on program-quality grounds.

Rupert Murdoch's **Fox Television** is on the verge of acquiring a 49% stake in UK kiddie channel TCC (formerly The Children's Channel), which Tele-Communications International's Flextech now owns and operates. The deal is reportedly worth £30 million (\$46.5 million). —DJ



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The Newsweekly of Television and Radio  
**& Cable**

**New anchors for Court TV**

Court TV has named Raymond Brown and Chris Gordon TV network anchors. The two will provide analysis of legal proceedings aired on Court TV during various dayparts. Brown formerly was a partner at the New Jersey law firm Brown & Brown; Gordon previously worked as an anchor for WUSA-TV Washington.

**CMT in Latin America**

Country Music Television (CMT) will launch a Spanish-language version of the network in Latin America starting Jan. 1. The Spanish CMT feed will replace CMT's English-language version, which launched there last April. The new 24-hour service will be tailored to the Latin market, featuring videos, promos, IDs, bumpers and other interstitial programming in Spanish and English. CMT's Spanish feed also will be made available to U.S. cable operators that broadcast to the U.S. Hispanic marketplace.

**Home & Garden teams with Rose Parade**

Home and Garden Television (HGTV)

will provide a nationwide commercial-free telecast of the Rose Bowl Parade live from Pasadena on New Year's Day. HGTV's parade coverage—its first live telecast—will be part of the network's daylong tribute to roses. HGTV will repeat the telecast at 3, 8 and 11 p.m.

**Inspirational distribution**

The Inspirational Network (INSP) has signed an affiliation agreement with Cox Communications that gives INSP, which is available to 307,000 Cox subscribers, the authority to negotiate agreements with all Cox cable systems. Cox, the nation's sixth-largest MSO, has approximately 1.8 million subs. INSP now has affiliate pacts with 14 of the top 20 MSOs.

**New programming**

Faith and Values (F&V), the Tele-Communications Inc.-owned cable network, will begin to air the critically acclaimed TV series *Brooklyn Bridge* next February. The comedy/drama, which aired on CBS in 1991-92, will debut on F&V Feb. 7 at 9:30 p.m. The show will be re-broadcast weekly on Thursday at 12:30 a.m., Saturday at 12:30 p.m. and Mon-

day at 4:30 p.m. F&V reaches some 25 million addressable households, having gained 4.5 million subs in 1995, according to Nielsen Media Research.

**Lifetime ratings up**

Lifetime Television reported a 46% increase in Nielsen metered viewership during November, compared with November 1994. Overall cable viewership for the industry increased 23% in November. Lifetime reported that its household rating for total-day averaged a .92, or 512,400 households, for November.

**Infomercial network alliance**

Infomercial cable network the Consumer Resource Network (CRN) has formed a strategic alliance with the Product Information Network (PIN) that will expand CRN's coverage to 6 million households.

**Name your game**

The Game Show Network and ACTV Entertainment are teaming to create individualized versions of classic and new game shows for ACTV's regionalized programming service. The deal calls for ACTV to apply its proprietary interactive technology to live interactive game shows that air on Game Show Network.

**Galavision in Miami**

Hispanic cable network Galavision has secured 24-hour carriage on Tele-Communications Inc.'s Miami cable system starting Dec. 30. Galavision, carried part-time on the 55,000-subscriber system because of must-carry regulations, was boosted to full-time as a result of subscriber demand, according to Galavision officials.

**NewsTalk deals**

NewsTalk Television has signed separate carriage agreements with Americast and FutureVision. NewsTalk's agreement with Americast calls for the addition of 42,000 subscriber homes through the network's telco rollout on Americast partner Southwestern Bell Communications in Richardson, Tex. Other Americast regional video service providers include GTE, Southwestern Bell Communications, BellSouth and Ameritech. In addition, Futurevision, program provider for Bell Atlantic Corp., will launch NewsTalk TV on a basic tier in a 38,000-home video dial-tone system in Toms River, N.J. —JM

**PEOPLE'S CHOICE: TOP CABLE SHOWS**

Following are the top 15 basic cable programs for the week of Nov. 27-Dec. 3, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.9 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Regular Season	ESPN	Sun 8:00p	8,638	12.8 9.0
2. NFL Regular Season	ESPN	Thu 8:00p	4,117	6.1 4.3
3. NFL SportsCenter	ESPN	Sun 11:18p	2,880	4.3 3.0
4. NFL Prime Time	ESPN	Sun 7:00p	2,774	4.1 2.9
5. Secret World of Alex Mack	NICK	Sat 8:00p	2,393	3.7 2.5
6. Rugrats	NICK	Sat 7:30p	2,327	3.6 2.4
7. Cartoon Mondays	NICK	Mon 7:30p	2,278	3.5 2.4
8. Cartoon Mondays	NICK	Mon 7:00p	2,248	3.5 2.3
9. Doug	NICK	Wed 7:00p	2,227	3.4 2.3
10. Rugrats	NICK	Tue 6:30p	2,206	3.4 2.3
11. Rugrats	NICK	Wed 6:30p	2,197	3.4 2.3
12. Cartoon Mondays	NICK	Mon 6:30p	2,194	3.4 2.3
13. All That	NICK	Sat 8:30p	2,176	3.3 2.3
14. The Munsters	NICK	Mon 8:00p	2,138	3.3 2.2
15. Silk Stalkings	USA	Sun 10:00p	2,108	3.2 2.2

Following are the top five pay cable programs for the week of Nov. 27-Dec. 3, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Interview with the Vampire'	HBO	Sat 8:00p	3,127	12.9 3.3
2. Movie: 'Speed'	HBO	Sun 8:00p	2,465	10.2 2.6
3. Movie: 'Sugartime'	HBO	Sun 10:00p	1,756	7.3 1.8
4. Real Sex 13	HBO	Tue 11:31p	1,717	7.1 1.8
5. Movie: 'Backstreet Justice'	HBO	Fri 11:35p	1,682	7.0 1.8

# Technology

December 11, 1995



“Broadcasting & Cable does a superb job of covering the important breaking news in Washington. Its 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**

# Hearst makes big newsroom buy

*Will install Avid automation systems at three TV stations*

By Glen Dickson

**G**roup owner Hearst Broadcasting has signed a \$1.5 million order with Avid Technology to supply three Avid NewsView newsroom automation systems to its TV stations in Kansas City, Baltimore and Milwaukee.

The first system is up and running at ABC affiliate WISN-TV Milwaukee; NBC affiliate WBAL-TV Baltimore should be online with NewsView by late January, followed in the early second quarter of 1996 by ABC affiliate KMBC-TV Kansas City, Mo.

According to Fred Young, Hearst Broadcasting director of operations, Hearst began looking at newsroom systems for the three stations more than a year ago, when the NewsView product was still sold by SofTECH Systems Inc. SofTECH, along with

newsroom giant Basys, merged with Avid in October 1994.

NewsView uses Windows-based PCs running off a Novell network. "It's a plug-and-play system aimed at small and mid-market stations," says Mark Overington, Avid Broadcast's vice president/general manager.

Young says that after considering systems from Basys (now marketed by Avid as Avid NetStation), NewStar and The Associated Press, Hearst's evaluation committee selected NewsView based on its Windows interface, quick character generator control and networking capabilities. Although no final decision has been made on replacement newsroom systems for Hearst's other stations in Boston, Dayton and Pittsburgh, Young wouldn't be surprised if NewsView is installed at those as well.

WISN-TV News Director Fred

D'Ambrosi says that it took three weeks of training to help his staff make the transition from the old Dynatech NewStar system to Windows. The station has 45 seats for the system.

KMBC-TV Chief Engineer Jerry Dixon says that networking through the Hearst stations has become increasingly important, since the stations have LANs (local area networks) in each facility and are then all linked by a wide area network (WAN). "I may get 44 e-mails in a day, and 22 of them will be off the Internet," he says.

Hearst's Baltimore operation comprises both WBAL-TV and WBAL(AM), and the television and radio news departments will share the Avid newsroom system with 57 and 16 dedicated seats, respectively. News operations manager Peter Greer says the new setup will allow the stations to share resources and interchange personnel.

WBAL(AM) News Director Mark Miller says that although the station's old DOS-based Basys system (modified by now-defunct Jefferson Pilot Co.) had served them well, it was "maxed out."

"It was a file server system with 'dummy' terminals," Miller says. "It was time to get to a PC-based, open architecture." ■

## Unitel to sell three of its Editel units

In a move away from the commercial post-production business, New York-based Unitel Video is looking to sell its Editel units in New York, Chicago and Los Angeles.

The Editel operations accounted for roughly one-third of Unitel's revenue in fiscal 1995; Unitel reported a net loss of \$6.55 million in the same period. According to Unitel CEO David Micciulla, the sale will allow Unitel to focus on the entertainment clients served by Unitel Hollywood, Unitel New York, Windsor Video and the company's collection of mobile units and production stages.

Editel New York, Editel Chicago and Editel Los Angeles specialize in high-end commercial post and special effects. In that vein, Unitel has invested heavily in animation, 3-D modeling and compositing technology for the Editel units during the past few years, says Micciulla.

"Since we're so busy on the entertainment side, we



*Editel NY used 3-D modeling and compositing in the latest Sprint spot from Grey Advertising to create the special effect of former Olympic skier and current Sprint client Henry Kashiwa skiing down the face of a midtown Manhattan skyscraper.*

have to focus and pick a path we think we can capitalize on," says Micciulla. "We've been spread too thin, so we chose to regroup."

Micciulla says that publicly held Unitel hopes to sell the three units together, but that "we'll certainly listen to individual offers." The New York investment banking firm of Josephthal, Lyon & Ross is looking for potential Editel buyers.

In what she says is a "coincidental" move, Editel New York President Rita Sitnick will be leaving the company this month. After starting at Editel as an editor 21 years ago, Sitnick has decid-

ed to pursue new interests. Nonetheless, she thinks the divestiture of the Editel units bodes well for their future business.

"It's made me much more comfortable about the direction of the company," Sitnick says. "So I feel more confident about leaving at this time." —GD

# VNI picks digital video cameras

'One-man band' news service goes with Panasonic mini DV Cams

By Glen Dickson

**V**ideo News International, the New York Times Co.-owned unit that specializes in "videojournalism"—using one-person crews that both report and operate a camera to produce long-form stories—has decided to replace its existing inventory of Sony Hi-8 analog cameras with Panasonic DV (digital video) minicams.

According to Michael Rosenblum, president of three-year-old VNI, the initial purchase will be for 20-30 cameras, with the full staff of 80 videojournalists (VJs) eventually being outfitted with the mini DV Cams. The cameras cost about \$4,000 each.

The DV format, jointly developed by 10 consumer electronics companies including Sony and Panasonic, is being marketed mainly as a "prosumer" (professional-consumer) format, much as Hi-8 was at its introduction. Sony sells two consumer DV models, a one-chip and three-chip version, while Panasonic markets its digital three-chip camcorder on both the consumer and the professional sides.

A Panasonic spokesman says that VNI is purchasing the enhanced professional model, the AG-EZ1 DV Cam. The camera weighs less than 2.4 pounds, produces 500 lines of horizontal resolution and can record one hour of component digital video using 5:1 intra-frame compression.

Rosenblum says that VNI considered both the Sony and the Panasonic DV models and chose Panasonic's version mainly because of its ergonomics. VNI beta-tested five of the DV cameras this fall in producing a one-hour documentary on hospital emergency rooms for The Learning Channel that will air in March.

"Compared to Hi-8, the picture quality is infinitely superior," says Rosenblum, adding that the new cameras also are lighter and use less power than the old analog Sonys. There is one major drawback, however: The DV tapes use a Panasonic DVCPRO tape deck for play-



VNI's Michael Rosenblum is switching to Panasonic PV-DV 1000 cameras.

back and dubbing, which requires a tape holder to make up for the size difference in the formats and a \$16,000 investment per VTR. (DVCPRO is Panasonic's new professional ENG digital format, due to be shipped in January. A DVCPRO camera costs \$16,000.)

Rosenblum would like to see a tape deck made just for the DV format, and he'd also like to see Panasonic's proposed DVCPRO laptop field editing system work with the "prosumer" format. VNI currently uses three Avid Media Composer nonlinear editors to edit tapes sent in from the field.

weight, and the camera is noticeably easier to handle than his heavier Hi-8. But he didn't like the color viewfinder or power zoom, and said the camera had a slow "trigger finger."

Also, the standard microphone mount was awkward because using a professional-length shotgun mike obstructed the periscopic viewfinder. So VNI devised an S-shaped mount to move the shotgun off to the side of the camera.

"But the pluses vastly outweigh the minuses," Tomlinson says. "If they got rid of a few annoying and unnecessary features, it would be just the thing." ■

VNI chief correspondent Alan Tomlinson worked with the camera on The Learning Channel shoot, and while he says that there still is no perfect small camera for professional use, the DV Cam comes close: "It shoots great pictures—as good if not better than Beta-SP."

Tomlinson says the DV's small lithium ion batteries are light-

## PacBell steps up AVS fiber service

Looks to grab cable market with MPEG-2

By Glen Dickson

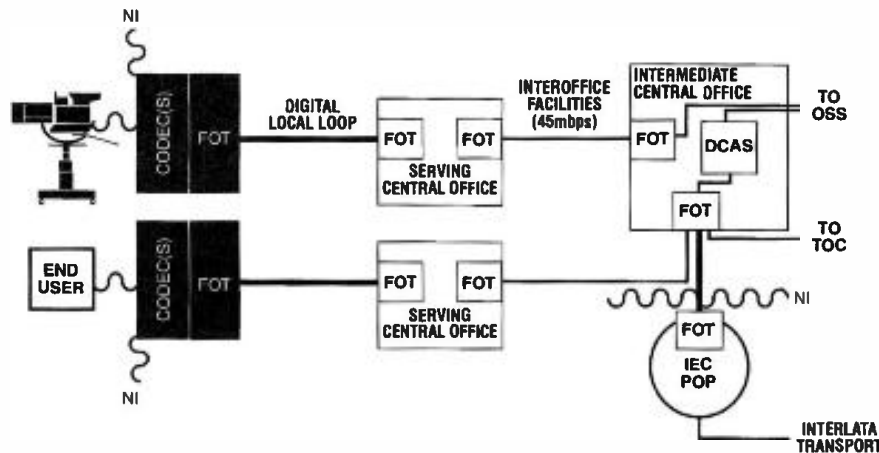
**S**ince PacBell rolled out its Advanced Video Service (AVS) at the 1993 Super Bowl, more than 100 post-production houses, movie moguls and network sport operations have signed up for the DS3 (45 megabits per second) fiber distribution service. Now PacBell is targeting cable operators by offering MPEG-2 compressed transmission over its fiber-optic network in California.

Ponderosa Cable in Danville, Calif., has used PacBell fiber for six years to distribute broadcast feeds from the Sutro Tower in San Francisco to its headend 35 miles east of the

city, on the other side of the Bay Area foothills that interfere with over-the-air transmission. This summer, Ponderosa was one of the early beta testers of a new MPEG-2 codec from NUKO Information Systems that PacBell is employing. (The AVS service has relied on Alcatel MPEG-1 codecs in the past.)

"We have 16 must-carry stations around here, and we want to get them all," says Ponderosa Cable managing partner Claude Cody. For the test, the AVS service brought seven channels from the Sutro Tower in MPEG-2 compressed form to Ponderosa's headend, where the signal was modulated for distribution over coax cable

## Advanced Video Service Architecture



Pacific Bell only provides intraLATA services. InterLATA services are furnished by long-distance providers chosen by the customer.

ACRONYMS

- CODEC: Broadband Digital Transmission Equipment
- FOT: Fiber Optic Terminal
- DCAS: Digital Cross Connect System
- NI: Network Interface
- OSS: Operational Support Systems
- TOC: Television Operating Center

problem is solved, he plans to adopt the MPEG-2 service for all his broadcast feeds from San Francisco.

Cody estimates that he now spends \$500 per channel per month for the AVS service, which is packaged with a codec for his headend. (For the test, an MPEG-2 encoder was installed at Sutro Tower.) The fiber hookup to PacBell's digital switching center in San Francisco also allows Cody to connect to any other AVS users in PacBell's service area. Since PacBell tariffed the AVS service in 1993, Cody estimates that his fiber costs have been reduced 30%.

Nynex and Ameritech have tariffed similar services in their service areas, and Nynex is building a digital switching hub in New York City that will be comparable with PacBell's operation. In other AVS developments, PacBell will be offering D-1 compatibility to its existing broadcast customers in January and is experimenting with a "video mailbox" technology for the storage and forwarding of video.

to 2,000 cable homes.

Cody says the picture quality of the signal was excellent. The only draw-

back was the lack of closed-captioning in the feeds, a technical oversight on NUKO's part, says Cody. Once that

## Warner Cable ARMs itself

Milwaukee system fights signal theft with hand-held unit

By Glen Dickson

Warner Cable of Milwaukee has adopted a new strategy against cable piracy, employing a hand-held device called ARM (Automated audit Routing and resolution Method) to track unauthorized connections to its cable taps.

According to Ken Higgins, Warner Cable's director of new business development, ARM originally was intended as a replacement for Warner Cable's practice of having outside contractors audit the subscriber base every four years. The new system stores bar code information that can be checked against a central subscriber database and has turned out to be an effective way to discover cable pirates.

"It's allowed us to come at cable piracy from a new direction," says Higgins. "With the old audits, we'd disconnect an unauthorized user and they'd be back on in two months. Now every time our technician goes out in the field [for an installation or repair], the bar code tells him who's supposed



Warner Cable-Milwaukee's ARM (Automated audit Routing and resolution Method) combines this hand-held computer with a database tracking system to combat cable theft.

to be active and who's not. It's allowed us to monitor our system on a daily basis and keep an eye on the coaxial cable connected to the tap."

The hand-held computer has 3 megabytes of random access memory. "It's like having a 386 PC in your hand," says Higgins. When the technician goes to a tap, he simply punches in information on which connections he sees. Then that bar code information is checked against the master computer at Warner Cable headquarters, which easily identifies illegal users.

Warner Cable spent \$150,000 on R&D and computer programming for the new audit system, and each hand-held unit costs \$1,500 (Warner Cable has 35). Higgins says the system paid for itself in the first year. In the 18 months since the ARM effort began, Warner Cable has disconnected 40,000 unauthorized connections, with 9,000 of those "converted" into subscribers paying an annual fee of \$360 for basic service.

When an "unauthorized activity" is identified, Warner Cable's first step is a sales pitch to sign up the offender for legal service. If they refuse, they are disconnected. The company returns 30-60 days later to see if another illegal hookup has been

made. If an illegal connection persists after 90 days, a complaint is filed with the Milwaukee police. Under a city ordinance, the crime of cable theft carries a \$635 fine and a mandatory court appearance.

Higgins says that tap audits are much more efficient than encryption methods in stopping cable theft, especially considering the proliferation of black-market decoder boxes (some even are advertised in newspapers). To him, the trick is to break the connection where it starts—with an illegal climb up the telephone pole.

"People beat encryption, so you're always going to need to do this," Higgins says. "Somebody's always going to be able to steal RF signals." ■



## Cox gets composited

For "Good Intentions," the latest music video from Toad the Wet Sprocket, director Hans Neleman composited images of *Friends* star Courtney Cox over background images of the band, stop-motion animation sequences and a collage of still shots of everyday objects.

Neleman used a motor-drive to photograph Cox at three frames per second in various poses. Then Neleman and his staff made 6,000 photo prints, cut some of them up, and refilmed each frame by frame (at 24 frames per second) to create motion effects,

which then were combined with performance footage.

Epoch Films produced the video, The Image Group handled the online and transfer duties and JP Studio did the rest of the post-production, while F Stop Studio created the animation sequences. —GD

# Cutting Edge

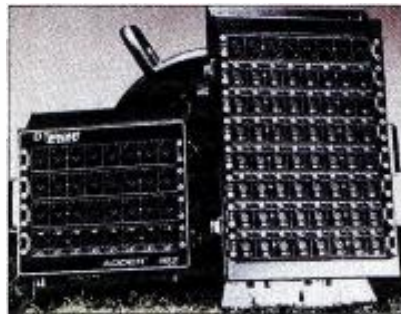
By Glen Dickson

**Black Entertainment Television** has taken delivery of a Quantel Edit-box nonlinear editor with two hours of storage, and a Hal Express digital compositing system. The Quantel systems will be used to help launch BET's Cable Jazz Network on Jan. 15 and also will support BET's regular 24-hour programming. The majority of BET's programming is produced in the network's component digital editing and transmission facility in Washington.

**Harris Broadcast's** Cambridge, UK, operation and **National Transcommunications Ltd.**, the UK's independent broadcasting authority, are collaborating to introduce a new Digital Audio Broadcast trial service in the UK. Harris has supplied NTL with one of its new DAB 2000 transmitters, which NTL will use to retransmit local commercial radio services to the Birmingham area. The

trial service will run in Birmingham until the end of the year, after which the DAB transmitter will move to London, where a more technically complex trial of commercial radio services will run for several more months. Regional DAB tests may follow after that, says NTL radio business manager Mike Thorne.

**Telecast Fiber Systems** has introduced the Adder line of portable digital,

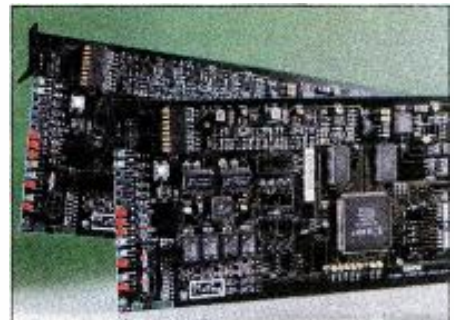


Telecast Fiber's Adder

fiber-optic splitter "snakes" targeted at the professional audio marketplace. The Adder bidirectional systems simultaneously transmit and optically split up to 64 studio-

quality audio channels, plus intercoms and data/control channels, both ways over a single optical fiber. Applications include sound reinforcement, remote recording, facilities cabling, interconnecting remote studios and high-density audio trunking. The Adder systems come in two sizes: the Adder 162 for 32 channels and the Adder 322 for 62 channels.

**Andrew Corp.** is now shipping its ShadowMaster translator antenna for MMDS/ITFS wireless cable applications in the 2.5 to 2.7 GHz band. The antenna is designed to improve coverage of line-of-sight microwave frequencies by acting as a signal repeater to maintain signal strength. ShadowMaster antennas provide 16 dB of signal gain and improved vertical polarization with null fill



Matthey's new digital audio interfaces

for coverage at all angles, and are 60 inches tall, seven inches wide and six inches deep for minimal windloading.

**Matthey Electronics** has introduced new digital audio interfaces for its 3000 Series digital video system to facilitate the use of embedded audio with serial digital video. The DEX-3072 audio extractor is capable of extracting up to two AES/EBU digital stereo pairs from an SDI 270 megabit video datastream with embedded audio, while the DEM-3071 digital audio embedder is used to return the modified audio back into the video datastream or for transmission of digital audio and video signals down a single line over long distances.

# Telemedia

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Online Services

## QVC takes its deals online

Cable retailer sets up shopping service on The Microsoft Network

By Harry A. Jenell

Is there a better place to buy a new PC than on your old PC? Not according to QVC.

Last Friday, the cable home shopping network launched an online shopping service via The Microsoft Network, which now claims more than 500,000 subscribers.

In addition to computers and other home office products, iQVC is offering initially jewelry and kitchen wares. It promises thousands of brand-name items from which to choose in an easy-to-use electronic catalogue.

iQVC's ambition is to become an online department store. Other product categories will be added. And, according to iQVC VP/GM Stuart Spiegel, consumer electronics may be next.

Like the cable network, iQVC is not offering steep discounts on its brand-name merchandise. "I don't know if we are the cheapest, but what we [have] is fairly priced," says Spiegel. "We are not the lowest-cost model."

iQVC will have plenty of ties with the TV network, says Spiegel. A consumer might buy a computer on TV and log on to iQVC for software and peripherals. Or he might go online to chat with hosts of the network's regular series, like *In the Kitchen with Bob*.

For hosting iQVC, Microsoft will receive a percentage of total sales, says



Spiegel, declining to reveal the percentage or any other financial detail.

QVC decided to go with The Microsoft Network because of its intrinsic flexibility, Spiegel says. "The

tools are there to create our own look and feel."

Nothing in the agreement forecloses iQVC from migrating to other online services such as America Online, CompuServe or Prodigy. "We certainly can—and intend to—look at all of them," he says.

iQVC is QVC's first transactional online service. However, says spokeswoman

Ellen Rubin, for the past eight months it has had a site on the World Wide Web promoting its *Quest for the Best* series, in which a QVC crew visits and sells products from each of the 50 states.

Spiegel says iQVC is facing plenty of competition—all the other retailers that have popped up on the Internet or other online services. "We all are after that disposable income."

The cable network promoted the launch of its online companion in a series of programs last Friday. The come-on: a specially priced Packard Bell Pentium 120. **TM**

Online Services

## Time/AOL jointly getting fit

Two will produce health-and-fitness online service

By Harry A. Jenell

America Online and Time Inc. are teaming to produce an online health-and-fitness "channel," it was announced last week.

The yet-to-be-named service will debut early next year on AOL and on Time's World Wide Web site, Pathfinder (<http://pathfinder.com>). It will be offered as part of AOL's \$9.95-per-month basic service. Pathfinder is a free site.

Spokesmen for AOL and Time declined to say how much the companies are investing in the joint venture.

The service will draw content from AOL and from several Time magazines, primarily



*Health and Cooking Light*. The service also intends to foster a community of health experts and support groups through online



forums and "virtual workshops."

For AOL, the venture is the third in a series with traditional media companies, each aimed at producing channels—branded niche services—for its basic service.

Last April, it announced a joint venture with Turner Broadcasting System's New Line Cinema to produce a channel for teenagers with the working title of The Hub. It also is developing a fashion channel with Capital Cities/ABC, the owner of *W* and *Women's Wear Daily*.

Like the health-and-fitness channel, the teen and fashion channels are slated for launch "early next year," says AOL spokeswoman Judy Tashbook.

According to Tashbook, the channels will have a high profile on AOL, with their icons appearing on the main menu.

Time Inc.'s involvement with AOL follows *Time* magazine's decision to abandon AOL

and migrate to rival CompuServe. "They offered us more money to go over there," says spokeswoman Nancy Kearney. How much more? "Significantly more."

Kearney also says that the move to CompuServe will give *Time* the opportunity to grow into "a whole different type of online news magazine." Instead of updating the news five days a week, she says, *Time* editors will provide updates around the clock, seven days a week.

*Time* will leave AOL within the next few weeks and re-emerge on CompuServe early next year, Kearney says.

AOL, which now claims more than 4 million subscribers, and Time Inc. expect to spin off versions of the fitness service for a stand-alone Web site, a CD-ROM and interactive TV. "That's the case with all the joint ventures," says Tashbook. **TM**

**Moving up at NBC**



NBC's top new-media executives have won promotions. **Martin Yudkovitz (l)** goes from senior VP of NBC

Multimedia and Strategic Development to president of NBC Interactive Media.

**Edmond Sanctis** makes the

leap from general manager, NBC Digital Publishing, to senior vice president and executive producer, NBC Interactive Media. Yudkovitz oversees NBC Data Network, NBC Digital Publishing, NBC Online Ventures, and the network's strategic alliance with Microsoft. Sanctis, in charge of developing all interactive content, reports to Yudkovitz, who in turn reports to NBC Executive Vice President Tom Rogers.



*The Internet*

# Hill working on Internet indecency

*Language for new telecom bill would make it illegal to 'knowingly' transmit 'indecent' material to kids*

By Christopher Stern

Congress has taken another step toward making it a crime to distribute sexually explicit material over the Internet.

House members working with the Senate to produce a reconciled version of the pending telecommunications bill voted to make it illegal to "knowingly" transmit "indecent" material to children through the Internet. The Senate already has adopted similar language relating to online smut.

The issue of sexually explicit material is only a small part of the complex telecommunications bill now under negotiation in Congress.

The House proposal would indemnify from criminal prosecution Internet service providers such as America Online, CompuServe and

Prodigy as long as they took steps to block children's access to the sexual material. Only those individuals or companies that "knowingly" or "directly" sent indecent material to minors would be vulnerable to prosecution under the law as proposed by the House last Wednesday.

Sexually explicit material can continue to be distributed over the Internet as long as steps are taken to block access by children. Representative Rick White (R-Wash.), who authored the proposal, suggested that those steps could include a requirement that providers demand a credit card number from anyone who wants to download indecent material. America Online and other services also provide so-called parental controls that can block minors from obtaining explicit material.

Last week's vote was a compromise between White and House Judiciary Committee Chairman Henry Hyde (R-Ill.). Hyde agreed to language protecting online services on the condition that the House adopt language that targets "indecent" material. White was pushing for a less restrictive standard that covered only material deemed "harmful to children." In addition, House members adopted a proposal that called for an accelerated judicial review of the provision.

Several civil liberties groups say it is virtually impossible to regulate content on the Internet without running afoul of the First Amendment. Their opposition is based on requirements in the legislation that would require Web surfers to prove that they are adults in order to view sexually explicit material.

"We don't think people who visit Web sites should have to say who they are," says Marc Rotenberg of the Electronic Privacy and Information Center. Whatever approach to content regulation the bill ultimately takes, it is almost assured of a court challenge on First Amendment grounds, he adds.

The computer industry is

working hard to develop a ratings system for online material. An international consortium of companies including America Online, Prodigy, CompuServe, Microsoft, IBM and France Telecom have been working since August with the Massachusetts Institute of Technology on the ratings system.

The system would give consumers the option of subscribing to a variety of ratings services, according to Prodigy's Brian Ek, vice president, public affairs. Using the same software, consumers could download a ratings system supplied by groups as diverse as the Christian Coalition and Children's Television Workshop. The consortium also is working on a similar system for television ratings. **TM**

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- Informing attendees of conference seminars and events

Broadcasting & Cable's powerful NATPE Package, including the #1 rated dailies by TV station general managers, provides the most complete coverage at the show: two weekly issues and three show dailies to keep decision-makers abreast of all the NATPE news.

Broadcasting & Cable is offering the same quality package to NATPE advertisers in 1996. Once again, there'll be five big issues. And all in an eye-catching tabloid size to give your ad that extra impact.

ISSUE	ISSUE DATE	MATERIAL DEADLINE	EDITORIAL COVERAGE	BONUS DISTRIBUTION
Pre-NATPE Tabloid	Jan. 15	Jan. 5	<ul style="list-style-type: none"> <li>• Upcoming events</li> <li>• Identifies hot properties</li> </ul>	---
NATPE Tabloid	Jan. 22	Jan. 12	<ul style="list-style-type: none"> <li>• What's in, who to watch, where to go; Special international section</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel room to room</li> <li>• At exhibition hall</li> </ul>
NATPE DAILIES	Jan. 23 Jan. 24 Jan. 25	Jan. 12	<ul style="list-style-type: none"> <li>• Daily show developments</li> <li>• New program releases</li> <li>• Special events/appearances</li> </ul>	<ul style="list-style-type: none"> <li>• Hotel room to room</li> <li>• At exhibition hall</li> </ul>

**TO RESERVE AD SPACE, CONTACT YOUR BROADCASTING & CABLE SALES REPRESENTATIVE TODAY AT 212-337-6940 OR 213-549-4113.**

**Broadcasting  
& Cable**  
The Newsweekly of Television and Radio

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

Take charge **General Manager** wanted for South East Market affiliate. Must have aggressive sales background and possess leadership, management and marketing skills. Equal Opportunity Employer. Send confidential resume to Box 00634.

**Station Manager** for new Spanish FM in Northwest. Bottom-line oriented. Sales and promotion experience a must. Compensation based on performance. Unlimited potential, high-growth market. Fax resume to 201-847-0932.

**Station Manager/Director of Sales** for new sign-on, WLIE-FM Bridgehampton, New York, and Eastern Long Island Radio Network. We seek current general, local or retail sales manager interested in general management and earned equity with a growing company. EOE. Contact owner, Box 1200, Southold, NY 11971.

**General Sales Manager** - Texas Heritage Rocker celebrating 20th year without a format change. Part of a family owned group, committed to radio and making a profit. Candidate should be an excellent trainer, strong in presentation skills, computer literate past word processing, and demonstrate the organizational acumen to direct a very strong local and regional sales effort. A people person, promotion minded, driven...if you possess these attributes send letter of introduction, resume, and salary requirements to: Ron Cardwell, G.M., KNKN-FM, P.O. Box 9781, Corpus Christi, TX 79469. No calls right now, please.

**General Manager:** Group operator looking for hands-on manager with strong background in sales, programming and computers to run midsize Texas market. If you have strong desire to win and are ready to take on the challenge then you may be the person we are looking for. Send your resume, philosophy, accomplishments, goals and salary history to Box 00623 EOE.

**Barnstable Broadcasting's WGKX-FM (KIX 106), Memphis** has immediate opening for experienced Local Sales Manager. Candidates must be goal-oriented, over-achievers with winning track record of sales success. Strong training, organizational and people skills a must. Barnstable Broadcasting is a twelve-station privately held radio group in an active acquisition mode seeking the brightest in radio for our growing future. Send resumes in confidence by mail or fax to Anne Estep, WGKX-FM, 965 Ridgeway Boulevard, Suite #102, Memphis, TN 38120. Fax: (901) 767-7668. EOE.

### HELP WANTED SALES

**Experienced, driven and empathetic Account Executive** wanted for growing 4 station combo in Northeast Pennsylvania. Blue chip account list. Salary, commission, benefits, profit sharing, and opportunity for advancement available. Fax resume and cover letter now to GSM (717) 346-6038 or mail to: GSM, Shamrock Communications, 149 Penn Avenue, Scranton, PA 18503. EOE.

**Westwood One Entertainment** seeks aggressive Account Executive for Chicago office. Ability to develop new business a must! Three to five years experience selling or buying radio with strong writing/presentation skills necessary. Send your resume (no calls) to Mark Grant, VP/Midwest Sales Manager, Westwood One Entertainment, 111 East Wacker Drive, Suite 1321, Chicago, IL 60601.

### HELP WANTED TECHNICAL

**Unique Broadcast Engineer** required for a singular, exciting and immediate opportunity. The successful applicant will have extensive hands-on maintenance and operational experience for a wide variety of broadcast equipment found in AM and FM radio and instructional television facilities. Equipment includes satellite, microwave, camera systems, video switching, distance delivery via compressed video, and a full range of AM and FM studio and transmission systems. FCC license or SBE certifications required. Faxes and phone calls are OK by us. Send resumes to Don Rinker, VP and GM, KBRW, P.O. Box 109, Barrow, AK 99723, 907-852-6811, fax 907-852-2274.

**Chief Engineer.** Growing Christian radio group in midwest. Must have solid references, current AM/FM broadcast technology. Satellite experience big plus. Must be professional with documented project management skills. Limited travel required. Based in Kansas City. Permanent position with solid company having 30 year history of success in quality Christian broadcasting. Fax resume to Personnel Dept., Bott Radio Network, 913-642-1319. Or send to 10550 Barkley, Suite 110, Overland Park, KS 66212. Equal Opportunity Employer.

### HELP WANTED NEWS

**News Director/Production Assistant** - Are you a go getter with at least 5 years experience in radio? Come home to a great award winning home-town news team. #1 in the state 3 of 4 past years!! Send resume, tape, photo to Jim Hepler, WQLV-FM, P.O. Box 158, 234 Union Street, Millersburg, PA 17061.

### HELP WANTED PROGRAMMING

**California Coast FM Triple Threat Talent Wanted:**

.....

**PRODUCTION/ON-AIR/  
PROGRAMMING  
3 yrs AC/Oldies  
experience necessary.**

**Send tape and resume to:  
Box 00631  
EOE.**

### SITUATIONS WANTED MANAGEMENT

**Interim short term management available.** Including sales organization and complete station. Gary Lukert 316-343-9896. 2225 Hillcrest Drive, Emporia, Kansas 66801.

### The Dream Team

Now available to turnaround or move your group/station to the next level. Just returned to U.S. from long term Group management project overseas. \*CEO/GM \*VP Sales Marketing \*VP Programming \*Years of Success \*All size markets \*Long and short-term projects considered

Mediacom International, Inc. (619)431-9658  
Fax(619)431-9640  
E-Mail 102135\_3071@CompuServe.com

### SITUATIONS WANTED SALES

**Florida, Alabama, Mississippi, Georgia. Experienced salesman.** Many years in business with announcing background, but mainly sales. Looking for station with future. Reply to Box 00637.

### SCA LEASE

**Two(2) SCA Channels available.** WDLF Marion, NC. Coverage area includes major inner state highway. For coordinates and complete coverage area call 704-659-2000.

**Subcarrier available.** WNYE-FM, New York, 91.5 MHz, 20 KW. Data/paging services only. Contact: Frank Sobrino (718) 250-5829.

## TELEVISION

### HELP WANTED MANAGEMENT

**Sales Manager** The new FOX 8 in New Orleans is looking for an accomplished and innovative sales manager. Candidates should be aggressive, energetic, creative and accustomed to making things happen. With FOX 8 switching to FOX on January 1, this management position offers a tremendous opportunity for growth. Send resume to Greg Buisson, Vice President and General Manager, WVUE-TV 1025 S. Jefferson Davis Parkway, New Orleans, Louisiana 70125. No phone calls please. The SF Broadcasting Companies are Equal Opportunity Employers.

**National Sales Manager:** WHNS-TV FOX 21, First Media Television, a FOX affiliate in the 35th market, is accepting applications for the position of National Sales Manager. Prior management and rep experience preferred. Minimum 5 years in broadcast sales. Knowledge of TVScan/Scarborough helpful, ratings analysis proficiency, and strong communication skills. Send resume to: WHNS-TV, Attn: Personnel-NSM, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H.

**Interactive 2000!** Why be at the half billion dollar (cash up front) \$\$ 900 Industry show January 25-26 in Las Vegas? Info: 702-391-2445.

**Local Sales Manager:** WPBF/WTVX, the West Palm Beach ABC and UPN affiliates are looking for a Local Sales Manager. Candidate should possess exceptional leadership, organizational and "people" skills with the ability to teach and motivate a local staff comprised of both senior and junior sales people. Send resume, qualifications and salary history to Shawn Bartelt, General Sales Manager, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. No phone calls.

Houston Public Television seeks a Director of Development for Member Services and Individual Giving. This position requires a minimum of five years managerial experience in fund raising or development; 7 years professional development experience; and a bachelor's degree. Previous public television fund raising experience is not required but desirable. This is a full time permanent management position with excellent benefits with a minimum starting salary of \$48,000. Candidates interested in this position should send a professional resume and a list of five professional references to Ms. Flor Garcia, Houston Public Television, 4513 Cullen Boulevard, Houston, Texas 77004 postmarked by December 31, 1995. For a copy of the position announcement fax or write to Ms. Garcia, (Fax: 713-749-8216). Houston Public Television, a service of the University of Houston System, is an Equal Opportunity Employer. Women and minorities are encouraged to apply. No phone calls, please.

**General Management:** KOIN-TV, a Lee Enterprises' station and CBS affiliate in Portland, Oregon, is seeking a General Manager. Previous General Manager experience preferred. Send resume to Gary Schmedding, Vice President-Broadcast, Lee Enterprises, 215 North Main, Davenport, IA 52801. No phone calls please. EEO Employer.

**KSFY-TV, an Ellis Communications station,** is in search of qualified candidates interested in the General Sales Manager position. Candidates should be able to demonstrate at least two years of superior performance in station sales management including revenue forecasting, inventory management, incentive sales, vendor/new business development, qualitative research, event sales and sales training. Rep experience a plus. Salary and benefits commensurate with experience. Resumes should be sent to: GSM Position, c/o VP/General Manager, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. No phone calls please. KSFY is an Equal Opportunity Employer.

**HELP WANTED SALES**

**Account Executive:** Leading ABC affiliate seeks a highly self motivated individual to join our sales team. Candidate should be creative with a proven successful track record and be able to handle multiple tasks while following management directions. Send resume to Tracy Pesavento, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555-5590. Park Broadcasting of Kentucky, Inc. is an EOE. No phone calls please.

**WHP-TV, the exclusive CBS affiliate** in beautiful Harrisburg, PA, is now a Clear Channel Communications, Inc. property. We are seeking an experienced Account Executive to sell an enhanced television commitment. You will have the privilege of selling an LMA with WLYH-TV, the market's new UPN affiliate. The ideal candidate should have at least 2 years experience including a proven new-business track record which includes Event Marketing, Sports and Promotions. Also vital are a complete knowledge of Nielsen Ratings Service along with excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join one of the broadcasting industry's hottest companies in a hypergrowth market position. Send cover letter and resume to: Human Resources, WHP-TV, 3300 North Sixth Street, Harrisburg, PA 17110. EOE.

**Reuters, the world leader** in information technology, is seeking coordinators for their 24-hour international satellite traffic desk in the Washington Broadcast Center. Candidates will possess a minimum 2 years background in satellite and terrestrial operations, scheduling and coordination. A self starter with the proven ability to make real time decisions, while working in conjunction with all members of the satellite and operations team. Working knowledge of all aspects of the domestic satellite and terrestrial industry a must. Knowledge of international standards, tariffs, delivery systems and encryption methods a plus. Foreign language skills, specifically Spanish, a big plus. Must be computer literate. Send/fax resume to Ben Bendetti, Director Human Resources, Reuters News and Television, 1333 H Street, NW, Washington, DC 20005. Fax (202) 371-0437. EEO/MF.

**General Sales Manager:** Aggressive Texas NBC affiliate is seeking a General Sales Manager with a minimum of two years of management experience. Must be team-oriented, creative and experienced with budgets and forecasting. Please respond to Box 00635 EOE.

# MARKETING MANAGERS

- Sports
- Daytime/  
Late Night  
& Teen

NBC, America's premier broadcast network, has two highly visible positions for Marketing Managers to develop fresh, innovative, and attention-getting marketing programs and presentations for the advertising trade.

We need strategic thinkers - individuals who are able to develop targeted approaches that attractively position our dayparts and programming to existing and potential advertisers. Those interested in the Sports position must have a keen interest in (and knowledge of) all types of sports. Candidates for the "teen" position must have proven experience in the area of teen marketing. Strong creative and business writing skills and a background in video and print development are crucial to success in both positions. Familiarity with television and/or media research and marketing is essential; television experience is a plus.

For immediate and confidential consideration, please send your resume, indicating position of interest and salary requirements, to: **Employee Relations, NBC, Dept. BA-1678, 30 Rockefeller Plaza, New York, NY 10112.** We will respond only to those candidates who meet our requirements. An equal opportunity employer m/f/d/v.



## ACCOUNT EXECUTIVE

KABC-TV is seeking an Account Executive with at least three to five years experience in major market television sales. Must have excellent communication, presentation and organizational skills. Marketing and promotional experience is a plus. PC skills using Windows software is preferred. Send resumes to: **John Riedl, General Sales Manager, Dept. AE-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



**Marketing Executive.** Golden Dome Productions, a nationally recognized, midwest multimedia production company has an immediate full-time position available for a Marketing Executive to sell traditional video services and nonlinear media to new accounts. Candidate must be experienced in sales, have a working knowledge of corporate video and television production, and be self-motivated. Previous experience as Producer is helpful. This is a great opportunity to join an award winning team. We offer excellent facilities and a competitive compensation package. Send resume to: Golden Dome Productions, Position #00116, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

**Local Account Executive.** WTTV, a River City Broadcasting station is seeking an experienced Account Executive. WTTV, Indiana's Sports Station is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball. The ideal candidate will provide a proven track record with a minimum of two years successful TV sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Pre-employment drug testing. Women and minorities are encouraged to apply (EOE). Send cover letter and resume to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

**Keystone Communications a major national/international telecommunications service provider seeks New York sales reps/managers with minimum 3 years applicable experience.** Send resume to 303 East South Temple, Salt Lake City, UT 84111 or call 801/325-1151. EOE.

**Experienced Account Executive.** NBC Channel 2, WGRZ-TV is seeking an experienced Account Executive in its local Sales Department. Applicant must have experience in broadcast sales, preferable in television advertising sales. We are looking for an enthusiastic self-starter with a strong desire to be part of a winning team. Send resume to Tim Busch, General Sales Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.

**Account Executive.** Exciting new company has opportunity in beautiful Chico, California. We are a highly rated NBC affiliate looking for the right person to join our talented team. Great lifestyle, great opportunity. Please rush your resume by fax to KCPM TV, Attn: J.R. Jackson at 916-893-1033.

**Account Executive** Will sell and service a list of existing accounts and be responsible for generating new business. Prior Broadcast/TV experience required. Strong communication skills both oral and written. Computer literacy a must. Previous experience in vendor and retail sales important. Success driven professional. EOE, drug testing company. No phone calls. Send resume and qualifications to Sales Manager, NBC 10, City Ave. & Monument Rd., Philadelphia, PA 19131.

**Account Executive** KUPN-TV is looking for an experienced Account Executive. Candidate must be a dynamic go-getter with knowledge of Sales, Promotions and Marketing. Proven track record of new business development skills at agency and direct a must. Send cover letter, resume and references to: Personnel, KUPN-TV, 920 South Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply.

**HELP WANTED TECHNICAL**

**Staff Level Position:** with strong background in broadcast video, audio and facility construction. A national radio and TV network is expanding its technical staff. Travel required. Fax resume and salary history to Jack Valinski, National Operations Manager, Metro Networks at 713-840-7039. Equal Opportunity Employer.

**WGRZ-TV Engineering Department.** The following jobs are available: 1) Studio Technician: needs to be able to operate Sony 1" tape machines, GVG master control switcher, ADM audio console, Odetics TCS2000 cart machine. 2) Studio/ENG Maintenance: needs to be able to repair Sony 1", Beta, and 3/4" tape machines, be familiar with GVG 300 switchers, Chyron Infnit!, Weather Central weather graphics equipment and PC-based still stores and Quantel paint devices. Some system installation skills helpful. 3) Studio/Transmitter Maintenance: needs to have ability to repair and maintain VHF transmitters (RCA G-Line a plus), C-band and Ku-Band satellite systems. Familiarity with ENG vans, both as an operator and a maintenance technician necessary. Additional studio maintenance skills a plus. Please send resumes to: Director of Engineering, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202.

**Video Technician/Operator** - Individual with 3 to 5 years experience needed to operate and maintain a seven (robotic) camera control and recording system in a State government operation. Person must be able to maintain, service and repair Sony Betacam recording decks, 3/4" (Umatic) recording decks, SVHS and VHS recording decks, various Panasonic and Sony video cameras, character generators, switchers and camera-control devices. Experience with pan/tilt camera robotics a plus. Individual will supervise two assistants. Must have good interpersonal skills. Full-time position expected within one month. Excellent benefits. Salary commensurate with training and experience. For further information or to schedule an interview write: Video Operations, Room 38 - Annex, Box 202020, Harrisburg, PA 17120-2020. Or call: 717-787-5280.

**HELP WANTED MARKETING**

**Director of Sports Marketing**

WTTV, a River City Broadcasting station has an opening for a Director of Sports Marketing. This position entails both the selling and administrative responsibilities of our premium sports franchises. WTTV, Indiana's Sports Station, is the broadcast home of Indiana University, Purdue University, the Indiana Pacers and Big Ten Basketball. Additionally, WTTV broadcasts Big Ten Football, the Indianapolis Colts and produces a 200 page sports publication. The ideal candidate will provide a proven track record of marketing and selling sports, demonstrate knowledge of the Nielsen rating service and possess excellent negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing progressive company. Pre-employment drug testing. Women and minorities are encouraged to apply (EOE). Send cover letter and resume to:

**WTTV  
Human Resources  
3490 Bluff Road  
Indianapolis, IN 46217**



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

Send resume/tape to:

Box \_\_\_\_\_,

245 West 17th St.,

New York, New York 10011

**HELP WANTED TECHNICAL**

**Senior Television Maintenance Engineer.** 10 years plus "hands-on" television equipment maintenance experience with a medium to large market television station, OEM, professional teleproduction company or network. Thorough knowledge of audio/video and control circuit theory in both digital and analog domains. Systems design and installation, and videotape equipment maintenance is a plus. Salary level competitive with national marketplace. Send resume and salary requirements to: Nichols Research Corporation Technical Services Corporation, 2945 Flowers Road South, Suite 107 (Attn: TV), Atlanta, GA 30341.

**Maintenance Engineer.** West Texas, CBS affiliate, seeks a Maintenance Engineer. FCC or SBE license preferred. Knowledge of Sony BVU and VP 3/4-inch tape systems, proficiency in trouble-shooting, and repair of broadcast equipment a plus. Degree and/or prior experience helpful. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Lubbock CBS affiliate,** is looking for an Assistant Chief Engineer. RF and VHF transmitter experience essential, along with a background in production, news and studio maintenance. Computer hardware/software skills a must. At least four years experience in commercial television maintenance. FCC license required or SBE certification. Send cover letter, resume, and salary history to: KLBK-TV 13, Attn: Chief Engineer, 7400 South University, Lubbock, TX 79423.

**Lubbock CBS affiliate,** is looking for a Maintenance Engineer. VHF transmitter experience preferred, along with a background in production, news and studio maintenance. Computer hardware/software skills a must. At least one year experience in commercial television maintenance preferred. FCC license or SBE certification. Send cover letter, resume, and salary history to: KLBK-TV 13, Attn: Chief Engineer, 7400 South University, Lubbock, TX 79423. EOE.

**Chief Engineer.** South Texas Public Broadcasting System, Inc. (KEDT-TV and FM) is seeking a Chief Engineer for public television and radio broadcast facility. Minimum five years experience in broadcast design and maintenance engineering required. Call for application at (512) 855-2213. Send completed application and resume to Chief Engineer Search, 4455 South Padre Island Drive, Suite 38, Corpus Christi, Texas 78411. EOE.

**Chief Engineer:** WAND TV is accepting applications for the position of Chief Engineer. Responsibilities will include the management of operations and maintenance technicians of an ABC affiliate. Will ensure compliance with Broadcast standards, FCC, FAA, and EBS regulations. The correct candidate should have 3 to 5 years experience as Chief or Assistant Chief Engineer. Strong studio maintenance and computer experience is needed. Send resume to: Thomas Vaughan, WAND TV, 904 Southside Drive, Decatur, IL 62521. EOE.

**Chief Engineer.** Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: Jerry Bannerman, Station Manager/Operations, WYZZ-TV, 2714 East Lincoln Street, Bloomington, IL 61761 or fax to 309/663-6943.

**Chief Engineer:** Growing, aggressive FOX television group has immediate opening for "hands on" Chief for its Scranton, PA affiliate. Qualified individual will possess proven leadership ability, demonstrated technical ability in both studio and transmitter design and maintenance, and be a team player. Send resume and salary history to Lee Carpenter, Corporate Chief Engineer, Pegasus Broadcast Television, P.O. Box 10888, Jackson, Mississippi 39289. EOE.

**Assistant Chief Engineer:** Charlotte, NC. Post Production/Broadcast Facility has immediate opening for an Assistant Chief Engineer. Candidate should have a degree in electronics and a minimum of five years experience as a broadcast or post facility maintenance engineer. Contact David Whaley, Chief Engineer, Creative Post and Transfer, 377 Carowinds Boulevard, Suite 101, Fort Mill, SC 29715. Fax (803) 548-3153.

**HELP WANTED NEWS**

**Writers and Producers who ski.** Upscale network for on-snow sports enthusiasts. You must have: Network news, sports, magazine or talk show experience, Intermediate or advanced skiing ability and know the top resorts. Have killer research, field production and interview skills. Fax resume to Executive Producer at 310-273-5943.

**WBRE-TV(NBC 49th DMA)** 28 Eyewitness News is looking for an Executive Producer. This is the number three position in the newsroom. The candidate should have prior line producing and/or assignment editor experience. You will oversee the content of all newscasts, supervise line producers and special series and projects. You may have to lend a hand line producing from time to time. Please send a tape of your most recent show (3/4", 1/2" or Beta) and resume ASAP to: Mr. Micah Johnson, News Director, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773. EOE.



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DiviCom has quickly become a major player in the emerging digital video delivery industry. We are pioneers in the development of cost-effective MPEG-2 video and audio encoders into complete systems. Positions will be based in Milpitas, CA; Boston, MA; Norfolk, VA; and Los Angeles, CA.

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Energetic, dynamic engineers are needed to support high-end digital communications products. You will be providing phone and on-site support of a sophisticated customer base with state-of-the-art facilities. The position requires a close interface with design, marketing and manufacturing; excellent communication and customer interface skills a must. Experience with three or more of the following technologies is desired: LAN, WAN, Broadcast, Cable, Video Engineering, Audio Engineering, UNIX, Real-time Control Software, Digital Data Transmission-Storage-Retrieval. Basic requirements include BSEE, BSCS, or AS degree in Electronics or Computer Systems with 3 or more years' field service or direct customer support. Significant travel including international is required. If you are an impact player with a desire to contribute to and influence a growing organization, then this is your opportunity!

DiviCom is an Equal Opportunity Employer. We offer competitive salaries, benefits, and stock option packages. For immediate consideration Fax or E-mail resume in complete confidence, indicating city of interest, to: DiviCom, Attn: Recruiting Dept. 165BC, 1708 McCarthy Blvd., Milpitas, CA 95035. Fax: 408-944-6500 and/or E-mail to: jobs@divi.com. Principles only please.

Trademarks are registered to their respective companies.

**NOTICE:**

Due to the holidays,  
the closing date for  
the **January 1, 1996**  
issue is **Friday**  
**December 22, 1995**

**Weekend Editor.** WOOD TV8 in Grand Rapids has an opening for an energetic, self motivated videotape editor in its news department. This position is part time...weekends and vacation fill-in. Applicants should have knowledge of basic cuts editing and the ability to work under high stress conditions. This position includes editing videotaped stories, taking and sending SNG/ENG feeds and coordinating tapes for on air playback. If you know the basics and are looking to get in the business send your cover letter and resume with references to: Mark McIntosh, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**WBMG-TV, Birmingham** has its eye on the future and is looking to add to its talented, creative team of professionals, Anchors, Photographers, Producers and Reporters. No beginners please, a minimum of 2 years experience required. Minorities and women are encouraged to apply. Send resume and a non-returnable tape to: News Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, Alabama, 35209.

**TV Photojournalists/Video Editors.** NPPA award-winning staff in Top 25 Midwest market is expanding again. We are looking for 2 sharpshooting, award-winning photojournalists. Successful candidates will be willing to travel, fly frequently in our news chopper, enterprise and produce stories on their own. 5 years experience preferred. Must be able to shoot and edit under daily deadline pressure. If you think you're good, prove it to us. We are looking for the best. Send resumes and tapes to: Bob Weinzler, Chief Photographer, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204. Women and minorities encouraged to apply.

**Sports Reporter/Backup Anchor** KPLR-TV, St. Louis' Sports leader, has an opportunity for a sports reporter/backup anchor. As the St. Louis Cardinals' and St. Louis Blues' flagship station we are committed to aggressive and entertaining sports reporting. If you're willing to work hard to develop sources and stories, write well, and enjoy creating entertaining packages, we want to hear from you. Send resume and tape to KPLR-TV, Attn: Dept. 114G, 4935 Lindell Boulevard, St. Louis, MO 63108 EEO Employer. No phone calls please.

**Sports Reporter/Photographer.** We're looking for a third player for our sports team. Candidates should have two years sports reporting and shooting experience and be ready to move into fill-in anchoring. This is an active sports market which demands educated sports reporting. Send non-returnable tape and resume to: Jack Doles, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**Reporter.** Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Guam. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Sports Reporter.** We just signed on in September, and we're already growing. Top 50 ABC affiliate seeks a Sports Reporter who turns local legends into real people. Will join established 3-man sports staff on daily sportscasts and long-form sports specials. We value intelligence and humor, not schtick. Occasional fill-in anchoring possible, but this is not an anchor position. Whiners and chair-throwers need not apply. Start date is January 3, 1996. Tape and resume to Chris Huston, News Director, WXLV, 3500 Myer Lee Drive, Winston-Salem, NC 27101.

**Reuters Financial Television.** Reuters, the world news and financial information group, launched a unique television news service for financial markets in Asia and the United States earlier this year, following its successful introduction in Europe in 1994. Reuters Financial Television Asia, produced in Tokyo, is seeking qualified professionals for the following positions: 1) Reporter/Producer. Familiarity with financial markets necessary. 2) Technical Director/Vision Mixer. Knowledge of Grass Valley switchers/DVE's and robotic camera operation required. Directing experience helpful. 3) Graphics Operators. Quantel Paint and Picture Box experience. Significant television experience, particularly with live events/news coverage, required for all positions. Japanese language skills highly desirable but not required. Flexibility and competence in multi-skilling a significant advantage. Please send/fax resumes to: Managing Editor, Reuters Financial Television Asia, 5/F Shuwa Kamiyacho Building, 4-3-13 Toranomon, Minato-ku, Tokyo 105 Japan. Fax (813) 3432-7693.

**Producer, Morning Newscast:** We have a top-rated morning show (90 minutes, M-F). If you can give our viewers what they need to start their day, you're our person! Hint: it takes the right mix of news, Live elements and features. EOE. Send tape, resume and news producing philosophy to: Box 00638.

**Reporter.** Booming tropical paradise needs Reporter. We're looking for enterprising pros to cover hard news and politics on Saipan. Very aggressive news department has won five ACE awards, George Polk award, Silver Gavel award. This job promises an adventure you'll never forget. Minimum two years experience required. Express mail resume and demo tape to Kirk Chaisson, News Director, 530 West O'Brien Drive, Agana, GU 96910-4996. EOE.

**Producer/Director - Midwest,** top forty, number one. Strong group owner support. Bells and whistles and more on the way. Interested? Fast-paced newscasts, sports, special events. Experienced? Lead by example, hands on, push the envelope. Ready? We're adding another piece to the puzzle and we want the best. Send tapes and resumes to Box 00629 EOE.

**Producer.** Our #1 11PM show has lost its leader. No we need a new one. If you've got the skill, we've got the slot. 2 years experience, lots of energy, goal oriented. We staff to win. Send letter of philosophy and resume to: Larry Henrichs, News Director, WGME TV, Portland, ME 04103. WGME is an Equal Opportunity Employer.

Fax your classified ad to  
**BRAK**  
Broadcasting & Cable  
(212) 206-8327

## The Best New Opportunities in Broadcasting!

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If you're an experienced pro who thinks big and knows how to win, rush your resume and reel to Neil or Mac at:

WFOR 4 South Florida  
8900 NW 18 Terrace  
Miami, Florida 33172  
(No phone calls please)

### NEWS

REPORTERS  
METEOROLOGISTS  
INVESTIGATIVE PRODUCERS  
PRODUCERS  
WRITERS  
VIDEOGRAPHERS  
VIDEOTAPE EDITORS

CONTACT:  
Neil Goldstein  
News Director

### PRODUCTION

DIRECTOR  
ASSOC. DIRECTOR  
TECHNICAL DIRECTOR  
CHYRON OPERATOR  
POST PRODUCTION EDITOR

CONTACT:  
Mac MacDonald  
Director of Production Services

WFOR Channel 4 is an Equal Opportunity Employer and encourages women and minorities to apply.

**Primary Anchors** needed to take our new NBC newsroom to immediate market acceptance. We'll provide superb technology, a responsible news philosophy, and surround you with solid journalists. In return, we expect candidates to possess credible anchor experience and a "lead-by-example" attitude. The lifestyle in this Top-70 market is enviable. If you'd like to join us next spring send letter, resume, references and 3/4 or VHS tape to: Anchor Search, WGBA NBC-26, P.O. Box 19099, Green Bay, WI 54307. At this time Anchor candidates only, and no phone calls please. WGBA is an Equal Opportunity Employer.

**Photojournalist** - TV News Photojournalist with a minimum of 2 years experience. NPPA standards - strong photography and editing skills. Live truck experience. Must have a clean driving record. Send resume and tape to: Greg Rente, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE/Drug-free workplace.

**Photojournalist** - Emmy award winning FOX affiliate in 44th market looking for News Photographer. Must have two years experience, with eye for FOX style. Tape and resume to Jim DePury, News Director, WPMT, 2005 South Queen Street, York, PA 17403. EOE. Drug test. No calls.

**Night Assignment Manager.** Here's your chance to lead a top-rated news operation on the night shift. We're looking for an experience news hand who can direct crews, cover scanners, handle telephone chaos, keep organized story files and know how to change gears at a moments notice. The ideal candidate will have a minimum of two years experience on the assignment desk. If you're ready to be a night shift leader at the best station in the 38th market, then send your resume and news philosophy to: Jim Loy, News Director, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**News Producer:** Join one of the Southeast's top news team. Solid broadcast writing skills, news judgement, editing and post production abilities required. Send non-returnable tape and resume to: News Director, WTVC, 410 West 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

**News Director.** WKOW-TV, the ABC affiliate in Madison, Wisconsin seeks successful news manager. Must be a team player, possess a natural willingness to teach, can develop and follow a strategic plan to accomplish goals, and have the ability to take advantage of new technologies and new media opportunities. Located in one of America's most livable cities, WKOW-TV is the flagship station of an innovative, diversified, Wisconsin-based communications company. Send resume with letter outlining news philosophy to: Bob Miller, General Manager, 5727 Tokay Boulevard, Madison, Wisconsin 53719. WKOW-TV is an Equal Opportunity Employer.

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

**News Anchor/Co-Host:** Anchors, co-hosts and writes news and information for the morning show, "Good Morning Hampton Roads." Responsible for delivering and writing the day's headlines, weather and traffic, and recording network news inserts as needed. Must have high journalistic and personal standards as well as solid news judgement. Must represent the station to the public in a positive and professional manner. Must have a professional on-air appearance. College degree in communications/journalism with a minimum of three years anchoring at a commercial television station. Interested candidates should respond with a resume and non-returnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

**Executive Producer/Bureau Chief.** Experienced Producer with supervisory ability needed for Channel 69 News: Berks Edition. Will manage staff of 7 in our Reading bureau and produce nightly newscast covering Berks County. Send resume, writing samples, and non-returnable show tape to Brad Rinehart, ND, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103.

**Medium market station** looking for aggressive, creative people to join a growing News Department. If you are an Anchor, Reporter, Producer, Director or Photographer with the drive to be number one, and the ability to help the team get there, send a resume and tape to Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. WGRZ-TV is an Equal Opportunity Employer.


**HEALTH NEWS PRODUCER**

*WSB TV, Georgia's news leader seeks a full-time person to produce health news reports for our medical reporter and on air local doctor. Special project producing and health and medical experience a plus.*

*Please send resume and tape to:*

**John Woodin**  
 News Director  
 WSB Television  
 1601 West Peachtree Street  
 Atlanta, GA 30309

*We are an Affirmative Action, Equal Opportunity Employer. M/F. ADA.*



**Director wanted for early morning newscast** at award winning Southern Minnesota station. Minimum one year experience. Send resume and tape with directors track to KAAL, Dan Collado, 1701 10th Place NE, Austin, MN 55912. No phone calls please. EOE.

**Come live in the sunny south.** Looking for producers with great writing skills who can handle live shots and deadline pressure. Send tape (VHS preferred), resume and salary requirements to Box 00628 EOE.

**Creative Services Writer/Producer:** Immediate opening for a creative person who can write and produce top-notch local commercials. Excellent writing skills required. Television production/advertising background preferred. Send resume to: Larry Waters, Operations Manager, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

**CONSUMER PRODUCER/REPORTER**

*WSB-TV, Georgia's news leader, seeks a full-time Consumer Producer to produce stories for the 5PM newscast, special assignment reports, and also report on air occasionally.*

*Please send resume and reporting examples to:*

**John Woodin**  
 News Director  
 WSB Television  
 1601 West Peachtree Street, NE  
 Atlanta, Georgia 30309

*We are an Affirmative Action, Equal Opportunity Employer. M/F, ADA.*



**Are you a dynamite Producer** ready for the next step? 11:00 Executive Producer position now available at ABC affiliate in Baltimore. Need creative force to work with line producer and staff. Candidates must be strong producers with dynamic shows to prove it, must understand promotion and how to make it work, must be able to manage people and have excellent news judgement and writing skills. 11:00 E.P. will be responsible for total nighttime operation. If you are up to the task send tape, resume and references to Jack Cahalan, News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

### HELP WANTED PROMOTION

**Promotions Director.** Successful candidate must be able to promote all aspects of commercial TV station, Direct and hands-on experience in writing, shooting, and editing of audio and video sources. Must be a forward thinker, creative with flair, energetic with superb organizational skills and have demonstrated positive results involving civic organizations, media outlets and the viewing public. Should have BA degree and 2 to 3 years of commercial TV experience and knowledge of editing equipment. Please send resume to LaTanya Swinney, KMID-TV, P.O. Box 60230, Midland, TX 79711. EOE.

**Promotion Writer-Producer** - Top 50 southeast affiliate needs experienced Promotion Writer-Producer for news image and topical promotion. Strong writing skills, Beta shooting and editing required. We are a drug free workplace. EOE/M-F. Send resume and tape to Box 00636 EOE.



**Promotion Producer.** Ready to move up? San Antonio's most watched station is looking for a self-starter. Do you write and edit killer news promos? Do you dig topicals? You know, the ones that really "tease?" If you have at least two years experience, let's talk. If the sunny 37th market is calling you, then rush your resume and reel to Mike Stanford, Director of Creative Services, KMOL-TV4, PO Box 2641, San Antonio, Texas 78299.

**Nashville Move?** (The Oilers are doing it!) Promotion Writer/Producer handling News Topicals and Special Projects needed immediately at ABC affiliate. Must have at least two years experience in TV Marketing/News. Send resume and tape with samples of creative writing, producing and editing to: Scott Brady, Marketing Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

**KSAZ, the New World Television-owned FOX affiliate in Phoenix is looking for a News Promotion Producer.** KSAZ has a great team and great tools. If you're creative, committed to quality and ready to promote news and programming in a competitive, top 20 market send beta reel and resume to: Gary Ledbetter, On-Air Promotion Director, KSAZ-TV, Phoenix, AZ 85003. No phone calls and no beginners, please. KSAZ is an Equal Opportunity Employer.

**Administrative Assistant, Television Promotion:** Immediate opportunity for Administrative Assistant for Austin television station. Responsible for providing administrative and clerical duties for both Promotion and Engineering Managers. Must have computer experience, strong writing and organizational skills, and learn to take direction in a fun, creative environment. Send cover letter and resume to Box 00633 EOE.

**HELP WANTED HOST**

**FOX Kids Club Host.** WHNS-TV FOX 21, First Media Television, a FOX affiliate in the 35th market, is accepting applications for the position of FOX Kids Club Host. On-air personality to produce, write and host children's show. Experience on camera required with prior television experience helpful. College or university degree preferred. Send VHS tape and resume to: WHNS-TV, Attn: Personnel-HOST, 21 Interstate Court, Greenville, S.C. 29615. EOE. M/F/H.

**HELP WANTED PRODUCTION**

**Topical News Promo Producer:** If you take pride in writing creative copy that sells news, love to edit and can handle the pressure of tight deadlines. Then an Austin, Texas TV station is looking for you! We have an immediate opening for a topical News Promotion Producer. Must have strong writing skills, hands-on beta editing ability and work well with news department. Send resume and tape. Reply to Box 00632 EOE.

**TV Producer/Director:** Two to four years experience directing or switching News required. College degree preferred. All experienced candidates will be considered. No phone calls. Resume to: Dave Campbell, Production Manager, WLUK-TV Fox 11, 787 Lombardi Ave., P.O. Box 19011, Green Bay, WI 54307. EOE.

**CNN Post Production in Atlanta** is currently seeking experienced on-line editors. Candidates must be proficient with all aspects of multi-format editing and should be skilled using the following equipment: CMX 3100B, Grass Valley VPE-251, GVG-200, Abekas A83, A57, A53-D, ADO 3000, and Chyron Infnit. Excellent client skills are essential. If you're interested in working with a dynamic network watched by people around the world, please send a tape, resume and salary requirements to Mike Kraft, Production Manager, One CNN Center, Box 105366, Atlanta, GA 30348-5366.

**Television Production Full-time:** Applicant must have a minimum of two years professional broadcast television experience. Experience must include studio camera operation, lighting, Chyron Infnit! or production graphics. Send resume to: Jeffrey Hester, Production Manager, WTVD, PO Box 2009, Durham, NC 27702. No phone calls. EOE.

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

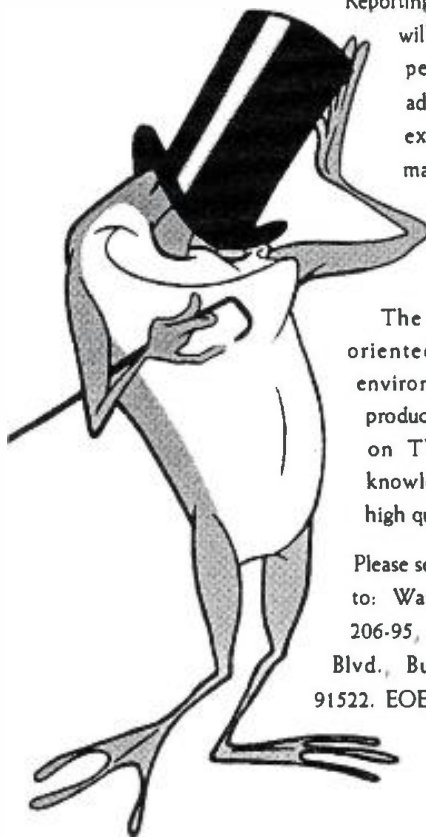
# PRINT ADVERTISING CREATIVE EXECUTIVE

The WB Network, the network television division of the world's leading entertainment company, is seeking a highly creative print production professional with a solid background in print development and production for network advertising, to join our growing team.

Reporting to the Senior Marketing Executives, you will implement all network strategies as they pertain to print, outdoor and trade advertising, including the conceptualization, execution and dissemination of all ad materials. Additionally, you will supervise a team of freelance graphic designers, copywriters and production personnel, and maintain quality control.

The qualified candidate must be detail-oriented, flourish in a deadline-driven environment, and possess at least two years production experience, with a strong emphasis on TV Guide advertising. A superior knowledge of print production budgets and high quality ad vendors is required.

Please send your resume, including salary history, to: Warner Bros., Human Resources Dept., Box 206-95, 4000 Warner Blvd., Burbank, CA 91522. EOE.



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**Design Director** - Excellent opportunity in state-of-the-art facility for highly qualified, experienced Design Director. Management of design department, facilities, and staff of five full-time designers; supervision and implementation of advertising, promotion, marketing, programming design, lighting, scenic design, system format and procedure for weather and on-air playback of graphic systems. Ensure station's visual presentation is consistent with station marketing strategy and advertising goals. Knowledge of digital post-production and animation (Quantel V-Series, PictureBox, DFX, DL, Infinet CG); Macintosh knowledge a plus; news graphic experience; ability to work well under deadlines. Send resume to Dick Goggin, KYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

## HELP WANTED PROGRAMMING

**Director of Broadcast Operations and Programming:** WTVD, the CC/ABC-owned station in Raleigh/Durham, NC is looking for a dynamic, energetic team player to run its program operations and overall station marketing efforts. Candidates must have a thorough understanding of program acquisitions, scheduling, production and overall station operations. A solid background in programming, marketing, research and/or promotion is preferred. Interested parties must be highly organized with strong management/leadership skills. If you have at least 5 - 10 years experience in television, want to live in one of the best areas in the country and work for a fantastic company, please send your resume and references to: Emily L. Barr, President and GM, WTVD, 411 Liberty Street, Durham, NC 27701. No phone calls please! Women and minorities are strongly encouraged to apply. EOE.

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**National Weather Network**  
Localized TV weathercasts Via Satellite  
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Call: Edward St. Pe' 601-352-6673

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Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

## PROGRAMMING SERVICES

Have you ever seen a U.S. Congressman steal a signed release and tear it up on camera? Or, cuss and threaten to throw the interviewer out the window? Or, a Press Secretary steal the videotape and try to steal the release? Why do they panic and go bananas? Because they have been nailed by the logic of questions that raise T.V. interviewing to new intellectual and emotional levels. See for yourself. Send for explosive demo of high profile guests. The Bottom Line 202-833-3634.

## VIDEO SERVICES

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

## SITUATIONS WANTED MANAGEMENT

**Small Market Pro seeks new challenge.** Currently GM of growing UPN/WB affiliate. 10+ years management experience at all levels including start-ups. Looking for General or Station Management position at small to medium size market. Reply to Box 00621.

## SITUATIONS WANTED INTERVIEWER

If you are tired of seeing politicians slip and slide; and want to see them totally nailed to the wall while they are dumb founded or scream, insult, cuss and then try to steal the video tape and release to prevent anybody from seeing their naked soul, send for explosive demo of high profile guests. 202-833-3634. All offers considered.

## CABLE

### HELP WANTED CONSULTANTS

**Consultancy. Invitation to Propose.** Sealed proposals will be received by the Cleveland Minority Cable Channel (CMCC) at the office of the Cleveland Foundation, 1422 Euclid Avenue, 14th Floor, Cleveland, OH 44115, on the 8th day of January, 1996 until 2:00 P.M. current local time for a consultancy regarding launching this newly formed cable entity. The RFP seeks proposals from qualified consultants for services that include assisting the channel's Board of Directors in establishing a quality deliverer of cable television programming, training and services to meet the needs of Cleveland's minority community in accordance with the terms of the cable franchise agreement between the City of Cleveland and Cablevision of Northeast Ohio. Consultants are asked to present a plan to assist the CMCC Board to refine its mission and create an operating structure. The consultant will also advise on a community relations program, develop executive staff job descriptions and provide other technical assistance as needed to make CMCC's vision for a high quality minority telecommunications organization a reality. Women and minorities are encouraged to apply. Copies of the proposal are on file and may be obtained at the Cleveland Foundation Office, 1422 Euclid Avenue, 14th Floor, Cleveland, OH 44115.

## HELP WANTED PERSONALITY & TALENT

### TRAVELERS WANTED

*Banyan Productions, in association with Discovery Networks, is searching for on-air television personalities to host an upcoming travel series for The Discovery Channel. The ideal candidate will be East Coast based. 28-35 years old, outgoing, adventurous, and available for 6 months of extensive international travel as of January '96. Prior television experience helpful.*

*If you're up to the challenge, we want to hear from you...today! Send your Beta or VHS tape and resume to:*

*Banyan Productions  
225 Arch Street  
Philadelphia, PA 19106  
Attn: Rosina Canabuate*

*No phone calls, please. EOE.*

## HELP WANTED PRODUCTION

### CHYRON OPERATOR

Hollywood Dreamin'? Are you in a small market with big dreams? Stop dreamin! Dreams can turn to reality if you're the right person. Game Show Network is looking for a (somewhat) experienced Infinet! operator. We will train you if you can demonstrate a moderate proficiency (and great potential) on the machine. We'll be frank: the pay is decent, but the experience is invaluable. The successful candidate will have to move himself/herself. You will also have to find your own way to the interview, if you're called. The upside? You can move to the heart of the industry with a job in hand. Thousands don't have that luxury. We are owned by Sony Pictures Entertainment and we are a state-of-the-art facility, totally digital. If you think you have what it takes (and the guts to take a charge) contact

Game Show Network,  
Attn: Human Resources, #CO-JWI,  
10202 West Washington Boulevard,  
Culver City, CA 90232-3195.  
No phone calls, please.  
An Equal Opportunity Employer.  
M/F/D/V.

### GAME SHOW NETWORK

## SEMINARS

**One of a kind seminar.** "How To Start Your Own Cable Network" presented by Sheldon Altfield, founder of the Silent Network. Saturday, January 6. 9-4. For information call 310-826-1531.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

The Department of Communication at The University of Toledo seeks a full-time tenure track faculty member beginning September, 1996. Rank negotiable. Qualifications: Applicants are expected to have a Ph.D. but ABD's will be considered. Media experience with an emphasis in Communication Technology is preferred. Successful applicants must be committed to scholarly research and publication. The candidate will teach courses in production and mass communication. Responsibilities: In addition to the areas mentioned above, duties will include full participation in accomplishing the departmental mission of teaching, advising, scholarly activity and service. Salary is competitive. Application Procedure: Application letter should include a detailed resume, copies of transcripts, reference names, addresses and telephone numbers and three letters of recommendation. Mail to: Dr. Ethel Wilcox, Chair, Search Committee, Department of Communication, The University of Toledo, Toledo, OH 43606. Deadline for receipt of applications will be January 26, 1996. The University of Toledo is an Equal Opportunity Affirmative Action Employer. The Department of Communication is seriously considering women and minority applications. M/F/D/V are encouraged to apply.

**Broadcast Production:** Tenure track position as assistant professor or instructor. Salary competitive. Duties include teaching courses in broadcast production and other undergraduate and graduate courses, as needed; conducting research; and performing other obligations of a faculty member. Qualifications: practical experience; Ph.D. preferred; potential as teacher and researcher. Review of applications begins January 31, 1996, and will continue until an acceptable candidate is identified. Appointment date: August 1996. Send letter of application, curriculum vitae, three letters of reference, and an official transcript of highest degree to: Chair, Search Committee, Department of Communications, Box 201, Loyola University, 6363 St. Charles Avenue, New Orleans, Louisiana 70118. Minorities are especially encouraged to apply. Loyola University, a Jesuit institution, is an Equal Opportunity/Affirmative Action Employer.

A Los Angeles University seeks Assistant Professor, tenure track, to teach beginning, intermediate and advanced courses in scriptwriting, and television production. Promotion will require conducting research and creative activities. Terminal Degree (Ph.D. or MFA) required at time of appointment. Teaching at university or college level desired. Demonstrated evidence of substantial professional experience in scriptwriting and television production. Background in both multi-camera studio production and single camera field production desired. \$32,712-\$39,360 per academic year. Send vita to: Dr. Jim Lawrence, Chair, Search and Screen Committee, Radio-Television-Film Department, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330-8317. Deadline February 15, 1996. An Equal Opportunity/Affirmative Action, Title IX, Section 504 Employer.

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**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

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**TEXAS FM/FM COMBO**  
 Rated Market  
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 Cover all the Caribbean and more!  
 Super signal---Great frequency on the air now!  
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Seeking small to medium AM/FM in GA, SC or NC area. All replies strictly confidential. Please contact Lanier at (706) 353-3400 or Fax (706) 549-5844.

Seeking small to medium size AM/FM. All replies strictly confidential. Please contact Jerry at (708) 665-4567 or Fax (708) 665-4596.

Our Corporation is interested in purchasing qualified Low Power Television properties. To qualify the facility's 74dbu contour must reach at least 150,000 households. If you feel your station meets this criteria and are interested please submit this information to, or contact: Box 00614. All information will be kept confidential.

Non-profit church corp. is looking for a small AM/FM combo. If you need a tax write off or would like to donate your station to the Lord's work, call Pastor Love 909-684-8071.

Looking to acquire TV station West/Southwest: lower power, UHF, VHF. Call or fax 970-204-9005.

**BROADCASTING TOWERS**

300' Tower Space Available For Lease. Located on high ground serving Lynchburg/Roanoke, VA MSA. For use of FM, Microwave, Cellular, and other broadcasting uses. Management Services Corp. 804-977-1500.

*Broadcasting & Cable*

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Date(s) of insertion: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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Check  Visa  MasterCard  Amex

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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## Changing Hands

Continued from page 43

### **KWQL(FM) Dishman, Wash.**

**Price:** \$100,000

**Buyer:** Thomas W. Read, Spokane; also owns TKTKTKT

**Seller:** John D. Toms, Spokane, Wash.; no other broadcast interests

**Facilities:** 106.5 mhz, 3 kw, ant. 328 ft.

**Format:** Not on air

### **Construction permit for KSRF(FM)**

#### **Poipu, Hawaii**

**Price:** \$51,116

**Buyer:** Stangl Broadcasting Inc., Honolulu (B. Casey Stangl, president/owner); also has permit to build KAU(FM) Kekaha and has applied to build FM at Lihue, Hawaii

**Seller:** William Lane and wife Lu Ann Uchida, Dana Point, Calif.; no other broadcast interests

**Facilities:** 95.9 mhz, 1.13 kw, ant. 738 ft.

**Broker:** Exline Co.

### **CP for WVXD(FM) Chetek, Wis.**

**Price:** \$40,000

**Buyer:** Chetek Broadcasting Co. Inc., Menomonie, Wis. (Michael A. Phillips, president/owner). Phillips also owns WMEQ-AM-FM Menomonie and WQRB(FM) Bloomer, Wis., and 45% of KMMO-AM-FM Marshall, Mo.

**Seller:** Lake Shore Communications of Chetek Inc., Eau Claire, Wis. (James Paulson, president); no other broadcast interests

**Facilities:** 106.7 mhz, 50 kw

### **WDMX(FM) Vienna, W.Va.**

**Price:** \$25,000 for stock

**Buyer:** Barbara K. Peel, Chevy Chase, Md. (before sale, 34% owner; after sale, 33.3%) and Roger F. Weigle, Manassas, Va. (before sale, 0% owner; after sale, 33.3%). Peel and Weigle each are 33.3% owners of WLTP(AM) Parkersburg, W.Va., and WNUS(FM) Belpre, Ohio. Weigle is selling WRVZ(FM) Pocatalico, W.Va., to Robert A. Bennis, brother of seller in this deal, William E. Bennis III.

**Seller:** William E. Bennis III, Virginia Beach, Va. (before sale, 66% owner; after sale, 33.3% owner); owns 33.3% of WLTP(AM) Parkersburg, W.Va., and WNUS(FM) Belpre, Ohio, and is applying to build FM at Goodlettsville, Tenn.

**Facilities:** 100.1 mhz, 1.65 kw, ant. 440 ft.

**Format:** Oldies

## RADIO: AM

### **KGFJ(AM) Los Angeles and KTSJ(AM) Pomona, Calif.**

**Price:** \$6.375 million (\$5.5 million for KGFJ; \$875,000 for KTSJ)

**Buyer:** Personal Achievement Radio Inc., Palo Alto, Calif. (N. John Douglas, president/owner). Douglas also owns KMAX(FM) Arcadia, KBAX(FM) Fallbrook, KEST(AM) San Francisco, KSJX(AM) San Jose, KWIZ(FM) Santa Ana, KAXX(FM) Ventura and KOBO(AM) Yuba City, all Calif.; wvxx(FM) Highland Park, Ill.; WNDZ(AM) Portage, Ind., and WNJR(AM) Newark, N.J.

Douglas also owns 90% of KECR(FM) El Cajon, Calif., and 51% of WBPS(AM) Dedham, Mass., and KGOL(AM) Humble, Tex.

**Seller:** KGFJ: East-West Broadcasting Inc., Los Angeles (William Shearer, vice president); no other broadcast interests; KTSJ: American Sunrise Communications of Pomona Inc., Pomona (John M. Boyd, president); no other broadcast interests

**Facilities:** KGFJ: 1230 khz, 1 kw; KTSJ: 1220 khz, 250 w

**Formats:** KGFJ: oldies, blues; KTSJ: Spanish

**Broker:** W. John Grandy

### **WISZ(AM) Zeeland and WBYY(AM) Rockford, Mich.**

**Price:** \$1,745,489

**Buyer:** Cook-Media II LLC, Grand Rapids, Mich. (Peter C. Cook, 51% owner/member; seller Randall C. Disselkoben, president/44% owner). Cook is 20.75% owner of WWKI-FM Kokomo, Ind.

**Seller:** Randall C. Disselkoben, Rockford; no other broadcast interests

**Facilities:** wisz: 640 khz, 1 kw day, 250 w night; wbyy: 810 khz, 500 w

**Formats:** wisz: kids music; wbyy: sports, talk

### **KJME(AM) Denver**

**Price:** \$1.5 million

**Buyer:** Paragon Communications Corp., Grapevine, Tex. (Raymond U. Sowell, secretary/52.25% owner); no other broadcast interests

**Seller:** Jo-Mor Communications Inc., Denver (Andres Neidig, president); no other broadcast interests

**Facilities:** 1390 khz, 5 kw

**Format:** Spanish

### **WSBC(AM) Chicago**

**Price:** \$800,000

**Buyer:** WSBC Broadcasting LLC, Northbrook, Ill. (Daniel R. Lee and Joel H. Fenchel, trustees). Fenchel also is assistant secretary of seller, Diamond Broadcasting Inc.

**Seller:** Diamond Broadcasting Inc.,

Northbrook (Daniel R. Lee, president/owner); owns KOMA-AM-FM-KRXX(FM) Oklahoma City, and is selling WSCR(AM)-WXRT(FM) Chicago

**Facilities:** 1240 khz, 1 kw

**Format:** Ethnic

### **WPRA(AM) Mayaguez, P.R.**

**Price:** \$750,000

**Buyer:** WPRA Inc., Mayaguez (co-owners/brothers Dennis Bechara, president, and Jose A. Bechara Jr., VP); each also owns 11.1% of WKJB-AM-FM Mayaguez

**Seller:** WRPC Inc., Guaynabo, P.R. (Rafael Oller Cestero, chairman); owns WRPC(FM) San German, WZNT(FM) San Juan, WOYE-FM Mayaguez and WCOM(FM) (formerly WLDI) Bayamon, all P.R.

**Facilities:** 990 khz, 1 kw

**Format:** Top 40, Spanish

### **KMTT(AM) Tacoma/Seattle, Wash.**

**Price:** \$500,000

**Buyer:** Southwave Wireless Communications LLC, Bellevue, Wash. (Steve West, CEO); no other broadcast interests

**Seller:** Entertainment Communications Inc., Bala Cynwyd, Pa. (John C. Donlevie, executive vice president); owns KMTT-FM Tacoma/Seattle and KNRK(FM) Camas, Wash.; KITS

(FM) San Francisco; WKTK(FM) Crystal River, WISP(FM) Holmes Beach and WYUU(FM) Safety Harbor, Fla.; KEGE(AM) Richfield, Minn.; KFXX(AM) Oregon City and KGON(FM) Portland, Ore.; WDSY-AM-FM-WNRQ(FM) Pittsburgh, and KLDE(FM) Houston

**Facilities:** 850 khz, 10 kw d, 1 kw n

**Format:** Adult album alternative

### **KCID(AM) Caldwell, Idaho**

**Price:** \$300,000

**Buyer:** VanNoy Gray Bishop & Larry C. Hancock LP, Nampa, Idaho; no other broadcast interests

**Seller:** American General Media Corp., Bakersfield, Calif. (see KCID-AM-FM Combos item)

**Facilities:** 1490 khz, 1 kw

**Format:** Adult contemporary

### **WXLA(AM) Dimondale, Mich.**

**Price:** \$225,000

**Buyer:** Mid-Michigan FM Inc., Lansing, Mich. (Helena J. Dubose, president/39% owner, husband Cullen Dubose, director/20% owner); owns WQHH(FM) Dewitt, Mich.

**Seller:** Diamond Broadcasters Inc., Lansing (Cullen Dubose, chairman; wife Helena J. Dubose, 21.1% owner); own WQHH(FM) Dewitt, Mich.

**Facilities:** 1180 khz, 1 kw

**Format:** Adult and urban contemporary

## Responding to Minow

EDITOR: I am sorry if Newton Minow took offense at my critical analysis of his book ("Open Mike," Dec. 4). Although I have never met him, I believe he is an honorable man with a distinguished record, and a person who has the best of intentions. When one stridently enters a public debate, however, it may not be entirely reasonable to expect all responses to be weak or muted (or to receive universal praise).

As to whether my present or past affiliations determine where I am "coming from," as Mr. Minow put it, I should point out that with the manuscript I submitted to BROADCASTING & CABLE, I identified myself as a partner at Hogan & Hartson L.L.P.; an adjunct professor at the Communications Law Institute, Catholic University School of Law; an adjunct scholar at the Cato Institute, and the father of four children. BROADCASTING & CABLE printed only my law firm affiliation.

In terms of where I am "coming from," my most important qualification is being the father of four small children. Mr. Minow suggests that, as a First Amendment advocate, I do not care about "protection of our children." Quite to the contrary, I take my role seriously and simply dispute Mr. Minow's assumption that the federal government can, or should, act as our parent.

Finally, Mr. Minow correctly notes that I failed to disclose the fact that I am a former legal adviser to Commissioner James Quello. Although I am uncertain of the relevance of this charge, I gladly accept whatever guilt Mr. Minow believes goes with that association.—*Robert Corn-Revere, partner, Hogan & Hartson, Washington*

## Hundt fan

EDITOR: In today's burgeoning multimedia world, rarely is anything black or white anymore. Such is the case too with Reed Hundt's performance as FCC chairman. I think all parties would agree that Chairman Hundt got off to a rocky start with the cable industry as a result of the FCC's second round of rate regulation. But that is old news. Since the implementation of "Re-Reg II," Chairman Hundt has demonstrated an openness and willingness to re-examine policies such as tier neutrality and uniform pricing, and a commitment to streamline the regulatory process through the adoption of going-forward rules, small-system rules and the resolution of rate cases through social contracts and settlements. None of the latter would have been possible without good faith on all parts.

While the cable industry will not necessarily agree with Chairman Hundt on every issue before the commission, I have every confidence that we will continue to work through those differences in an atmosphere of mutual trust.

I cannot comment on the broadcast industry's reported unhappiness with Chairman Hundt other than to observe that their differences would appear to arise from children's television and spectrum issues where Chairman Hundt has legitimately questioned the status quo.—*Robert Sachs, senior vice president, corporate and legal affairs, Continental Cablevision Inc., Boston*

## Cable addendum

EDITOR: Your "Cable's New Nets" roundup in the Nov. 27 issue left out Classic Arts Showcase, a national arts cable service. I want to point out that this is the only continuous arts pro-

gramming. It's available free to all viewers and MSOs, 24 hours a day, seven days a week, throughout North and South America via Galaxy 1-R transponder 5.—*Peter Rosen, president, Peter Rosen Productions Inc., New York*

## Digital doubts

EDITOR: At the first World Summit convened by the International Council of NATAS in New York in November, I sat and listened to some of our industry's most distinguished executives and leaders discuss many issues—among them, the prospect of a digital world of communication. The outlook was close to euphoric. The wonders of technology, the exponential increase in programs to be offered around the world, the virtual importance of being on the cutting edge—it was awesome. I wanted to ask a question of the panel moderated by Rich Frank (Bob Wright, Herb Granath, Al Sikes and Richard Bodman), but time ran out. So let me ask it now:

"Gentlemen, as you were discoursing on the grand new world of digital technology, I was listening but I was also doing a mental inventory of some of the electronics in my home. I am a man of modest means, but listen to what I have: two TV sets, a cable box with access to pay TV, two VCRs, VCR Plus, a computer, a laser printer, a modem, a fax machine, America Online, access to the Internet, the World Wide Web, Netscape, two telephone lines, one cordless phone, three regular phones, a cellular phone in my car, a mini audio deck with tuner, CD player, tape player and a turntable—more CDs, tapes and vinyl disks than I can count—not to mention a ridiculous array of radios, cassette players, Walkman, and others I am probably forgetting.

"So my question: What do I need from the new technology? When will I find time to watch or listen to anything else when I can barely keep up with my current investment in today's technology? What makes anyone think that the world is waiting for digital anything? And, finally, after tens of billions of dollars have been invested in the new technology, and no one's watching or listening, who is going to pick up the pieces scattered by bankruptcies around the world?"—*Richard Carlton, White Plains, N.Y.*

## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics. Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming, and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal, please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, MA 02158-1626.

# For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Filed/accepted for filing

**Killen, Ala.** (BPED-951121ME)—North Alabama Educational Foundation (Richard W. Dabney, trustee/owner, 101 McDade Cir., Toney, AL 35773) for FM at 90.5 mhz, ERP 9 kw, ant. 90 m., 1.5 km N of Elgin on C.R. 66. Dabney co-owns Southern Cultural Foundation, which has applied to build FMs at Minor Hill, Tenn., and Houston and Pontotoc, Miss. *Nov. 21*

**Kasilof, Alaska** (BPH-951113MC)—Kasilof Communications Inc. (Michael P. McLane, president/owner, PO Box 769, Kasilof, AK 99610) for FM at 106.9 mhz, ERP 6 kw, ant. 81.1 m., 1.6 km N of Kasilof on Sterling Hwy. *Nov. 13*

**Pinetop, Ariz.** (BPH-951109MS)—William S. Konopnicki (1491 Thatcher Blvd., Safford, AZ 85546) for FM at 106.7 mhz, ERP 55.4 kw, ant. 377.5 m., Cerro Montoso (East Ridge), 6 mi. W of Vernon. Konopnicki owns KHIL(AM)-KWXC(FM) Wilcox and KTHQ(FM) Eger, all Ariz., and KCVN(AM)-FM Moab, Utah. He has applied to build an FM at Duncan, Ariz. *Nov. 9*

**St. Johns, Ariz.** (BPH-951108MF)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 W. Javis Ave., Skokie, IL 60076) for FM at 95.7 mhz, ERP 100 kw, ant. 300 m., .5 km W of US 180/666, 9.5 km SW of St. Johns. KM has applied to build TVs at ch. 51 Batavia and ch. 56 Syracuse, N.Y.; ch. 9 Flagstaff and ch. 58 Sierra Vista, Ariz.; ch. 11 Pendleton, Ore.; ch. 14 Boise, Idaho; ch. 23 Ames and ch. 20 Iowa City, Iowa; ch. 20 Salt Lake City; ch. 11 Jackson, Wyo.; ch. 14 Albuquerque, N.M.; ch. 30 Shawnee and ch. 19 Muskogee, Okla.; ch. 36 Hutchinson, Kan., and also to build FMs at Merced, Calif.; Pearson, Ga.; Parkersburg, Iowa; Breese, Ill., and Neillsville, Wis. *Nov. 8*

**Merced, Calif.** (BPH-951108MU)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 W. Javis Ave. Skokie, IL 60076) for FM at 94.1 mhz, ERP 3 kw, ant. 100 m., off Yosemite Ave., 7.1 km NE of Merced. (For holdings see St. Johns, Ariz., item above.) *Nov. 8*

**Merced, Calif.** (BPH-951108MH)—Z Spanish Radio Network Inc. (Amador S. Bustos, president, 4058 Flying "C" Rd., No. 17, Cameron Park, CA 95682) for FM at 94.1 mhz, ERP 1.25, ant. 221 m., 33.4 km from Merced. Network owns KZSA(FM) Placerville, Calif.; KZLZ(FM) Kearny and KZNO(FM) Nogales, Ariz.; KHOT(AM)-KZFO(FM) Madera,

KZSF(FM) Alameda and KZWC(FM) Walnut Creek, all Calif. Network is buying KZBA(FM) Shafter and KSUV-FM McFarland, Calif., and owns radio network La Zeta. *Nov. 8*

**Merced, Calif.** (BPH-951109MF)—Valley Broadcasting Inc. (Michael Munoz, president/50% owner, 336 W. Bedford, No. 109, Fresno, CA 93711) for FM at 94.1 mhz, ERP 3 kw, ant. 100 m., Tower Dr. S of Childs Ave. *Nov. 9*

**Key Largo, Fla.** (BPED-951107ME)—Call Communications Group Inc. (Robert J. Robbins, president, PO Box 561832, Miami, FL 33156) for FM at 90.9 mhz, ERP 44.5 kw, ant. 77 m., Hwy 905, 2.7 km S of Card Sound Rd. *Nov. 7*

**Pearson, Ga.** (BPH-951108MK)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 W. Javis Ave. Skokie, IL 60076) for FM at 101.9 mhz, ERP 6 kw, ant. 100 m., E of Cogdell Rd., 4 km S of Pearson. (For holdings see St. Johns, Ariz., item above.) *Nov. 8*

**Agana, Guam** (BPH-951120MF)—Joseph G. Calvo, 115 Chalan Santo Papa, Agana, GU 96910) for FM at 102.9 mhz, ERP 6 kw, ant. 291 m., atop Mount Alutom, 5.9 km SW of Agana. *Nov. 20*

**Agana, Guam** (BPH-951120MI)—Inter-Island Communications Inc. (Edward H. Poppe, president/67.7% joint owner, PO Box 20249, Guam Main Facility, Agana, Guam 96921) for FM at 102.9 mhz, ERP 25 kw, ant. 162.5 m., NE slope of Mt. Barrigada, 55.5 miles E of Agana. IIC also has applied to build FM at Garapan, Saipan. *Nov. 20*

**Agana, Guam** (BPH-951120MH)—Sorensen Pacific Broadcasting Inc. (Jon Anderson, president/2.4% owner, PO Box G.M., Agana, GU 96910) for FM at 102.9 mhz, ERP 6.3, ant. 153 m., atop Mount Agana. SPB owns KGUM(AM)-KZGZ(FM) Agana and KPXP(FM) Garapan, Saipan. *Nov. 20*

**Breese, Ill.** (BPH-951108MV)—KM Communications Inc. (Myoung Hwa Bae, president/

owner, 3654 W. Javis Ave. Skokie, IL 60076) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., S side of US Rte. 50, 1.7 km W of intersection with S.R. 127, Carlyle. (For holdings see St. Johns, Ariz., item above.) *Nov. 8*

**Breese, Ill.** (BPH-951108MG)—Kenneth B. Richter (15 N. 6th, Breese, IL 62230) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., 15304 Highline Rd., Carlyle. *Nov. 8*

**Breese, Ill.** (BPN-951108MT)—W. Russell Withers Jr. (PO Box 1508, Mount Vernon, IL 62864) for FM at 97.5 mhz, ERP 6 kw, ant. 100 m., 1 mile E of Bartelso. Withers owns KVAU-TV-KNAL(AM) Victoria, Tex; WMIX-AM-FM Mount Vernon, Ill.; KOXX-AM-FM, Keokuk, Iowa; KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; KVSF(AM) Santa Fe, N.M.; WDTV(TV) Weston, W.Va., and KREX-TV Grand Junction, Colo., and is buying KTRC(AM) Santa Fe. *Nov. 8*

**Parkersburg, Iowa** (BPH-951108MQ)—KM Communications Inc. (Myoung Hwa Bae, president/owner, 3654 W. Javis Ave. Skokie, IL 60076) for FM at 98.9 mhz, ERP 6 kw, ant. 100 m., 1.6 km NE of Eleanor, 6.2 km SW of intersection of SH 14 and CH C51, Butler County. (For holdings, see St. Johns, Ariz., item above.) *Nov. 8*

**Princess Anne, Md.** (BPED-951128MA)—Maranatha Inc. (Donald E. Andrews, president, PO Box 130, Princess Anne, MD 21853) for FM at 88.3 mhz, ERP 50 kw, ant. 134 m., S of Rte. 13, 5.1 miles NW of Pocomoke City. *Nov. 28*

**Frankenmuth, Mich.** (BPH-951120MC)—Frankenmuth Broadcasting Inc. (John W. Blehm, president/owner, Genoese St., Frankenmuth, MI 48734) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., E of Irish Rd., 2 km NW of Millington, 15 km SE of Frankenmuth. *Nov. 20*

**Frankenmuth, Mich.** (BPH-951124MA)—Majac of Michigan Inc. (Jack T. Steenbarger, president/70% owner, 5515 AIA, Melbourne Beach, FL 32951) for FM at 93.7 mhz, ERP 6

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.4 million.

Sources: FCC, Nielsen, Paul Kagan Associates



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kw, ant. 100 m., 11700 Gera Rd., Birch Run Township. Majac owns WWCKAM-FM Flint and WOAP(AM)-WMZX(FM) Owaso, Mich. Nov. 24

**Frankenmuth, Mich.** (BPH-951124MC)—WIXC Limited Partnership (Geary S. Morrill, 408 S. Jackson St., Bay City, MI 48708) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., 3.2 km NW of Millington on Swaffer Rd. Nov. 24

**Frankenmuth, Mich.** (BPH-951122MA)—Jonathan R. and Vicky L. Yinger (503 Wood St., Fenton, MI 48430) for FM at 93.7 mhz, ERP 6 kw, ant. 100 m., M15 & Sunset Dr. Yingers co-own 50% of WLCM(AM) Charlotte and WTAC(AM) Flint, Mich. Jonathan Yinger also owns 50% of WLQV(AM) Detroit, and WLWV(AM) Fort Wayne, Ind. Nov. 22

**Houston and Pontonoc, Miss.** (BPED-951121MC, BPED-951121MB)—Southern Cultural Foundation (Richard W. Dabney/Lucy Johnson, trustees/co-owners, 101 McDade Cir., Toney, AL 35773) for FMs at 88.7 mhz, ERP 3 kw, ant. 199 m., WTVB-TV tower, 2.7 km W of Woodland (Houston); and 91.5 mhz, ERP 4 kw, ant. 152.7 m., WMS tower site 1.9 km SE of Randolph (Pontonoc). SCF has applied to build FMs at Pontonoc, and Minor Hill, Tenn. Dabney has interest in North Alabama Educational Foundation, which has applied to build FMs at

Killen and Flint City, Ala. Nov. 21

**St. Joseph, Mo.** (BPED-951129MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP 50 kw, ant. 150 m., A Hwy S of St. Joseph to O Hwy, E 1.3 km, 1,200 ft S of hwy. Association owns WAFR(FM) Tupelo, WOST(AM)-(FM) Forest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. Nov. 29

**St. Joseph, Mo.** (BPED-951121MF)—Baptist Temple School (Gary Williams, president, 2606 Sycamore Ct., St. Joseph, MO 64503) for FM at 91.1 mhz, ERP 14 kw, ant. 150 m., 2606 Sycamore Ct. Nov. 21

**Billings, Mont.** (BPH-951113MG)—Ebbill LLC (Charles B. Moss Jr., manager/51% owner, 225 N. Mill St., Aspen, CO 81611) for FM at 96.3 mhz, ERP 100 kw, ant. 271 m., 18 miles E of Billings on S side of US 90. Moss co-owns KSPN-FM Aspen, has interests in KNFO(FM) Basalt and KTUN(FM) Eagle, all Colo., and has applied to build FM at Taos, N.M. Nov. 13

**Billings, Mont.** (BPH-951113MH)—Paul Lucci (314 W. Olney Rd., Norfolk, VA 23507) for FM at 96.3 mhz, ERP 90.5 kw, ant. 312

m., 4.11 km S of I-90 and N. Arrow Creek Rd. at KHMT(TV) site. Lucci has applied to buy CP for WDKA-TV Paducah, Ky., and to build FMs at Rapid City, S.D., and Exmore, Va. Nov. 13

**Billings, Mont.** (BPH-951113ME)—William Richard Reier Jr. (401 N. 31st St., Billings, MT 51101) for FM at 96.3 mhz, ERP 100 kw, ant. 146 m., 3.2 km E of Billings on Coburn Rd. Reier has applied to build FM at Bozeman, Mont. Nov. 13

**Billings, Mont.** (BPH-951113MF)—Sunbrook Communications Inc. (Larry P. Roberts, president, 7922 E. Woodview Dr., Spokane, WA 99212) for FM at 96.3 mhz, ERP 100 kw, ant. 212 m., Sacrifice Cliff, 4.7 km SE of post office. Sunbrook owns KBLG(AM)-KRKX-FM-KYYA-FM Billings, KGRZ(AM)-KDXT-FM Missoula, KXGF(AM)-KAAK-FM Great Falls and KXTL(AM)-KAAR(FM)-KQUY-FM Butte, all Mont., and KYSN(FM) East Wenatchee and KXAA(FM) Rock Island, Wash. Parent Fisher Broadcasting Inc. owns KATU(TV) Portland, Ore., and KOMO-TV-AM, KVI(AM)-KPLZ-FM, Seattle. Nov. 13

**Hastings, Neb.** (BPED-951120MG)—Hastings College (Richard E. Hoover, president, 700 Turner St., Hastings, NE 68901) for FM at 90.1 mhz, ERP 1.5 kw, ant. 89 m., 4 km N of Hastings on Hwy 281. Nov. 20

## THIS WEEK

**Dec. 13**—International Radio & Television Society Foundation Christmas benefit. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Dec. 13**—PR Newswire media coffee featuring Bill Tucker of CNN Financial Network. PR Newswire offices, New York City. Contact: Neil Hershberg, (212) 596-1555.

**Dec. 14**—Federal Communications Bar Association's 9th annual FCC Chairman's Dinner. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Dec. 14-15**—13th annual telecommunications policy and regulation conference, sponsored by the Federal Communications Bar Association and the Practising Law Institute. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

## JANUARY 1996

**Jan. 8-10**—Society of Cable Television Engineers conference on emerging technologies. San Francisco Hilton, San Francisco. Contact: (610) 363-6888.

**Jan. 14**—Caucus for Producers, Writers & Directors annual awards dinner. Peninsula Hotel, Los Angeles. Contact: David Levy, (818) 843-7572.

**Jan. 14-16**—Interactive Services Association annual strategic business meeting. Doral Golf Resort and Spa, Miami. Contact: (301) 495-4959.

**Jan. 18**—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Jan. 18**—Federal Communications Bar Association luncheon featuring John Curley. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Jan. 18**—Issues '96 workshop for journalists, presented by the Poynter Institute for Media Studies and the University of Texas at Austin, Texas. Lyndon Baines Johnson Presidential Library, Austin, Tex. Contact: (813) 821-9494.

**Jan. 19**—The New York Festivals 1995 International Television Programming and Promotion Awards presentation. Sheraton New York Hotel

# Datebook

& Tower, New York City. Contact: Anne White, (914) 238-4481.

**Jan. 21-22**—23rd annual Association of Independent Television Stations Inc. (INTV) convention. Mirage Hotel, Las Vegas. Contact: Angela Giroux, (202) 887-1970.

**Jan. 22-23**—"Telecommunications Competition and Deregulation," conference presented by American Conference Institute. Regency Hotel, New York City. Contact: (416) 926-8200.

**Jan. 22-25**—32nd annual National Association of Television Programming Executives (NATPE) program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

**Jan. 23-27**—South Pacific Region Satellite & Cable Show, presented by SPACE Pacific Limited. University of Auckland Tamaki Campus, New Zealand. Contact: 64-9-406-0651.

**Jan. 24**—Nebraska Broadcasters Association annual state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

**Jan. 25-26**—4th annual "Communications and Media Finance" conference, presented by the Institute for International Research. New York Helmsley Hotel, New York City. Contact: (800) 999-3123.

**Jan. 29-30**—Midwest Broadcasters & Telecommunications conference and trade show. Radisson Hotel South, Minneapolis. Contact: (612) 926-8123.

**Jan. 31**—Hollywood Radio and Television Society newsmaker luncheon, with featured speaker Bill Gates. Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

## FEBRUARY 1996

**Feb. 3-6**—53rd annual National Religious Broadcasters convention. Indiana Convention Center, Indianapolis. Contact: (703) 330-7000.

## APRIL 1996

**April 12-15**—Broadcast Education Association 41st annual convention. Las Vegas Convention

Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

**April 15-16**—Television Bureau of Advertising sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

**April 15-18**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 28-May 1**—Cable '96, National Cable Television Association annual convention and exposition. Los Angeles Convention Center, Los Angeles. Contact: (202) 775-3669.

## MAY 1996

**May 19-22**—36th annual Broadcast Cable Financial Management Association/Broadcast Cable Credit Association conference. Buena Vista Palace Hotel, Orlando (Disney World), Fla. Contact: Mary Teister, (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.

## JULY 1996

**July 14-17**—Cable Television Administration and Marketing Society annual national meeting. Marriott & Westin Copley Connection, Boston. Contact: (703) 549-4200.

## OCTOBER 1996

**Oct. 9-12**—World Media Expo, comprising the National Association of Broadcasters Radio Show (contact: [800] 342-2460); Radio Television News Directors Association international conference (contact: Rick Osmanski, [202] 467-5200); Society of Broadcast Engineers annual conference (contact: John Poray, [317] 253-1640), and Society of Motion Picture and Television Engineers 138th technical conference (contact: [914] 761-1100). Los Angeles Convention Center, Los Angeles. Contact: Lynn McReynolds, (202) 429-5350.

**Major Meetings dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## Reilly makes CNBC's schedule his business

**J**ack Reilly might be playing a role other than that of vice president of CNBC if things had turned out differently.

Reilly, a professionally trained actor who once worked with Sir Laurence Olivier, didn't set out to work in TV production. He spent his early professional years touring with theater companies and acting on Broadway and television.

But in 1953 Reilly found himself on another stage: TV. "The reality of getting married and having your first child took over, and I got into this end of the business," he says.

Reilly's career, spanning five decades of broadcasting, has generated 14 Emmy nominations. During that time he has overseen production of TV institutions *Good Morning America* and *Entertainment Tonight* and has helped produce pioneering talk shows *The Mike Douglas Show* and *David Frost*.

Reilly has volumes of memories of the early days of broadcasting, including interviewing President Truman live while walking in Washington and serving as stage manager for Edward R. Murrow's legendary live interview show, *Person to Person*.

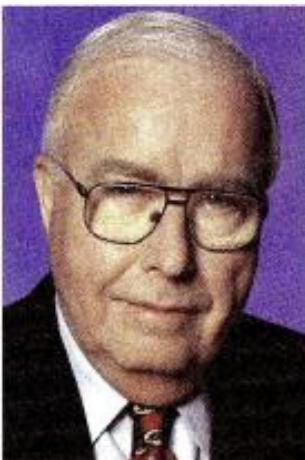
Reilly's first job was stage manager for KMTV-TV Omaha. Five months later he was station director/producer and a show host.

The 1950s were the pioneer days of TV news, Reilly says. News broadcasts were live, unpredictable and desperately in need of local programming. "It was strange in those days because very few people really knew what was going on," he says. "It was a lot of fun because it was live and black and white, and there was no [video]tape. There was very little programming; we did all the programming for the network."

In the early '60s Reilly joined Group W, where he spent almost 20 years as director, producer and program manager of Group W stations in Cleveland, Philadelphia and Pittsburgh.

In 1978 he moved to ABC-TV to become a producer of the morning news/talk program *Good Morning America*, then hosted by David Hartman. "It was different than today. It was really the only morning game in town; very few markets had their own local programming on," Reilly says.

Five years later Reilly became executive producer of Paramount TV's *Entertainment Tonight*. His goal was to make *ET* a serious news show covering the entertainment business, rather than simply an entertainment show. A notable highlight of Reilly's tenure



*"My credo has always been that TV, to be successful, has to evolve."*

### Jack Reilly

**Vice president/managing editor, CNBC, Fort Lee, N.J.; b. Feb. 27, 1925, Lowell, Mass.; attended Emerson College, Boston, 1944-45; professional stage and TV actor, New York, 1945-53; director/producer/host, KMTV-TV Omaha, 1953-62; director/producer/assistant program manager, KVV-TV Cleveland, 1962-65; assistant program manager, KVV-TV Philadelphia, 1965-67; program manager, KDKA-TV Pittsburgh, 1967-69; executive producer/VP/president, Group W, New York, 1969-78; producer/senior producer, *Good Morning America*, ABC-TV, New York, 1978-83; executive producer, *Entertainment Tonight*, Paramount TV, Los Angeles, 1983-86; executive producer, *Good Morning America*, ABC-TV, New York, 1986-94; current position since October 1994; m. Jan Leonard, May 29, 1987; children (from previous marriage): Deborah, 43; Christopher, 39; Linda, 38; Stephanie, 33.**

there: *ET* was the only national program to give daily coverage to the General William Westmoreland vs. CBS News libel lawsuit.

In 1986 Reilly returned to *Good Morning America* for a second tour, this time as executive producer. His efforts returned the show to its number-one morning ratings slot and garnered him an Emmy in 1993. He also served as executive producer of ABC's *GMA* Sunday edition.

Reilly left *GMA* in 1993 after deciding that he needed a breather after 40 consecutive years of TV work.

The respite was short-lived. Six months later Reilly found himself in the job of vice president/managing editor of NBC's all-business cable channel, CNBC. He oversees the network's daytime and early evening program schedule.

So far Reilly has overseen development of CNBC's daytime shows, including *Squawk Box*, an early morning pre-stock market program that's modeled after a pre-game sports show. The idea behind the format is to enliven sometimes dense financial news. "Our job is to make what could look like wallpaper be interesting and hold [viewers'] attention," Reilly says.

The network plans to use the same approach for an afternoon news program that will air from 12:30-2 p.m. The as-yet-unnamed show will debut in a few months.

Reilly also has helped shape CNBC's early morning *Capital Gains* and *The Money Club*.

His long broadcasting tenure notwithstanding, producing CNBC's business schedule presents a fresh challenge, Reilly says. "I've fallen in love with the business of business, markets and finance as something to cover as news," he says. "It's something that [has] to be accurate and right. If you've done well, it's a very good feeling."

Reilly says the one constant for news production, regardless of subject matter or network, is keeping viewers. "You still have to get their attention and hold it," he says. "If you don't do that, then you're not doing good television. That doesn't mean gimmicks; it means doing things well that are informative and important."

Reilly also says he has learned that producing good TV takes time. "My credo has always been that TV, to be successful, has to evolve.... If you're going to change things, evolve it gradually, as opposed to saying, 'This isn't working, let's change all the sets and people.'" —JM

## BROADCAST TV

**John Armand**, executive producer, KPWB-TV Sacramento, Calif., joins WTOG(TV) St. Petersburg, Fla., in same capacity.

**Doug Crary**, executive producer, WDAF-TV Kansas City, Mo., joins KTKA-TV Topeka, Kan., as news director.



Vinciguerra

**Tony Vinciguerra**, VP/GM, KYW-TV Philadelphia, joins CBS Television Station Group, New York, as executive VP.

**Bob Ganzer**, GM, WHSV-TV Harrisonburg, Va., joins KREX-TV

Grand Junction, Colo., in same capacity.

**Spencer McCoy**, national sales manager, WFLD(TV) Chicago, named LSM.

**Jerry Eaton**, VP, programming, Group W Television, joins KYW-TV Philadelphia as VP/GM.

Appointments at WSAZ-TV Huntington, W.Va.: **Bill Murray**, reporter/anchor, WOKR(TV) Rochester, N.Y., joins as co-anchor; **Deborah Cramer** joins as meteorologist.



Dawson-Wade

**Doreen Dawson-Wade**, GSM, WLNE(TV) Providence/New Bedford, R.I., named VP/GM.

**Cory Shields**, director, communications, American Express Co., joins MacNeil/Lehrer Productions,

Shirlington, Va., in same capacity.

**Brian Loring**, segment producer, KCBS-TV Los Angeles, named manager, news systems and planning.

**Chris Joyce**, account executive, WMAQ-TV Chicago, joins Univision there as spot sales manager.

**Andy Alexander**, director, research and cable, KDAF(TV) Dallas, joins WFXT(TV) Boston as VP, research and cable.

**Claudia Pryor**, producer, joins NBC News, New York, as senior producer, special projects.

**Bob Vernon**, anchor, WRAL-TV Raleigh,

## Journalism award honors John Chancellor

The Annenberg Public Policy Center at the University of Pennsylvania is honoring John Chancellor. It has created a \$25,000 prize that will be awarded annually to the reporter who has made the most important contribution in journalism that year. The center chose to honor the former NBC News correspondent and anchor because he "set standards for fairness, accuracy and impartiality during his 43 years on the air."

N.C., joins WFL(TV) Raleigh/Durham as co-anchor.

Appointments at WCAU-TV Philadelphia: **Stephen Doerr**, director, news, named VP; **Jeff Cash**, director, sales, named VP; **Michael Ward**, VP, news, WMAQ-TV Chicago, joins as VP, creative services and programming.

## PROGRAMING

**Keith Friedenber**, manager/senior analyst, Warner Bros. Television, joins New World/Genesis Distribution, Los Angeles, as VP, research, West Coast.

**Susan Rosner**, director, development, Hill/Fields Entertainment, Los Angeles, named VP.

**Kenneth Schanzer**, president/CEO, The Baseball Network, joins NBC Sports, New York, as executive VP.

**Steve Maddox**, Southeastern division manager, Columbia TriStar Television Distribution, Atlanta, named VP.

**Jane Abernethy**, lawyer, Frankfurt, Garbus, Klein & Selz PC, joins Lancit Media Productions Ltd., New York, as VP, legal and business affairs.

**Judy Scott**, director, acquisitions, Overseas Filmgroup/First Look Pictures, joins Arrow Entertainment Inc., New York, as executive director, acquisitions.

Appointments at A.H. Belo Corp., Dallas: **Dunia Shive**, VP/controller, named VP, finance; **Vicky Teherani**, VP/treasurer, named VP/controller; **Brenda Maddox**, VP, corporate tax, named VP/treasurer.

**Steve Maddox**, Southeast division manager, Columbia TriStar Television Distribution, Atlanta, named VP.

## RADIO



Walker

**Laura Walker**, VP/project director, Children's Television Workshop, joins WNYC Foundation, New York, as president/CEO.

Appointments at Eastman Radio: **Tom O'Brien**, VP, central region,

Detroit, named VP, stations; **Rick Farquhar**, VP, southern region, Atlanta, named VP, stations.

**Tucker Flood**, sales manager, Christal Radio, New York, named VP, stations, Eastern division.

**Jean Freer**, fund drive coordinator, KPFK(FM) Los Angeles, joins KUSC(FM) there as pledge producer.

**Bert Goldman**, VP/director, engineering, Phoenix, joins Patterson Broadcasting Inc., Atlanta, as group director/engineer. He will be based in Savannah, Ga., at Patterson stations WCHY-AM-FM and WYKZ(FM).

**Peter Burton**, VP, Katz Radio Group, New York, named VP/GSM, Sentry Radio division.

**Peter Smyth**, GM, WMJX(FM)/WBGS(FM)/WMEX(AM) Boston, named VP, radio sales, Greater Media Inc. (owner), East Brunswick, N.J.

**John Potter**, GSM, Citicasters Co., Cincinnati, named VP/GM, WHOK(FM)/WLOH(AM) Lancaster and WLLD(FM) Upper Arlington, both Ohio.

## CABLE

Appointments at PASS Sports, Detroit: **Jody Haas**, affiliate relations manager, named senior affiliate marketing manager; **Reuben Gant**, director, special markets, Superstar Satellite Entertainment, joins as director, marketing and affiliate relations; **Kathi Hunt**, business manager, and **Karen Kanigowski**, affiliate accountant, named controller and accounting manager, respectively.

**Mimi James**, talent coordinator, *Late Show with David Letterman*, joins VHI, New York, as director, talent and creative development.

**Eason Jordan**, senior VP, international newsgathering, CNN, Atlanta, named

head, CNN International.

**Todd Cralley**, VP, Home Shopping Network, St. Petersburg, Fla., named VP, Western division cable and broadcast affiliate sales and marketing operation, Denver.

**Jeri Amstutz**, VP, sales and affiliate marketing, and **Melissa Strang**, manager, sales and affiliate marketing, Digital Music Express, join Access Television Network, Irvine, Calif.: as VP, affiliate sales and marketing and manager, affiliate sales, Northeast region, respectively.



**Gordon**

Appointments at Court TV, New York: **Raymond Brown**, lawyer/partner, Brown & Brown law firm, and **Chris Gordon**, reporter/co-anchor, WUSA(TV) Washington, join as anchors.

Brown will continue his duties at the law firm.

**Michael Clemente**, independent producer, joins CNN, Washington, as executive producer, *Crossfire* and other Washington-based weekend public affairs programs.

**Victoria Kent**, regional VP, Encore Media Corp.'s movie service, joins the International Channel, Englewood, Colo., as VP, sales and marketing.

## ALLIED FIELDS

**Eric Brown**, regional marketing director, Century Communications, joins DMX Inc., Los Angeles, as VP, marketing.



**Hermann**

**Beverly Hermann**, VP, affiliate relations, Eastern region, Lifetime Television, elected president, 1996 national board of directors, Women in Cable & Telecommunications.

**Richard Rosenberg**, executive

VP/COO, Spencer Entertainment Inc., Los Angeles, joins Jones Digital Century, Englewood, Colo., as VP, business affairs.

**Bill Lamb**, executive VP, Varitel, Los Angeles/San Francisco, named president/CEO.

## Clair McCollough, 1903-1995



Clair McCollough, 92, a radio and television executive and longtime officer of the National Association of Broadcasters who helped to set industry standards, died Nov. 30 in Lancaster, Pa. McCollough's career spanned 44 years. He began as an advertising salesman for *Lancaster Newspapers*. When the company branched out into broadcasting in 1929, McCollough was asked to head what later became Steinman Stations, a chain of 13 radio and television stations. His work on an NAB committee led to the formation of the licensing and copyright-protection company Broadcast Music Inc. (BMI) and was the founding chairman of the Television Information Committee, a panel formed in 1959 to mend the reputation of the then scandal-ridden broadcast industry. McCollough's affiliations and memberships on many boards and councils showed his dedication to resolving problems, building bridges and setting standards within the industry. He is survived by a daughter, Constance, and two sisters. —DS

**Robert Burnett**, senior producer, GVI, Washington, named creative director.

**Bruce Houston**, president, Bruce Houston Associates Inc., joins Blackburn & Co., Alexandria, Va., as media broker.

**Al Perry**, chairman, Satterfield & Perry Inc., was elected president, National Association of Media Brokers, for a two-year term.

Appointments at Warner Vision International, New York: **Frank Brunger**, director, strategic development Europe, Columbia TriStar, joins as international marketing director; **Solomon Nwabueze**, head, creative programming, Sony Music UK, joins as director, acquisitions; **Jane Evans**, marketing manager, named operations director.

## DEATHS

**Joseph F. McCaffrey**, 80, radio and television journalist, died Dec. 1 of a heart ailment at the University of Virginia hospital, Charlottesville. McCaffrey was well known for his coverage of Congress and Washington politics. From the 1950s to the 1980s he worked for WMAL(AM) Washington and was a newscaster for WMAL-TV (now WJLA-TV). He hosted *Today in Congress*, a 10-minute daily commentary on Capitol Hill activities; and *Celebrity Parade*, a Sunday afternoon show. He retired in 1983. McCaffrey is survived by his wife, Mildred; two children, and three grandchildren.

**Roxie Roker**, 66, actress, died Dec. 2. Although Roker's training was in drama and theater, in 1967-68 she began her television career by hosting a communi-

ty show, *Inside Bedford-Stuyvesant*, on WNEW-TV. Roker's most famous television role was her portrayal of Helen Willis, a black woman with a white husband, on *The Jeffersons*. The show, a spin-off from *All in the Family*, ran for 10 years. After guest appearances on other television specials, Roker returned to the stage. She is survived by her son, Lenny Kravitz, a rock guitarist and singer; her father, Albert Roker; and a granddaughter, Zoe.

**Helen Sioussat**, 93, CBS Washington consultant and former chief of the network's talks department, died Dec. 2 in Washington. Sioussat worked with Phillips Lord on the *G-Men* radio program and *Gang Busters* radio series. In 1936 she joined CBS as assistant director, talks department, under Edward R. Murrow. She became head of the division and held the post until her retirement in 1962.

**Jerome Berger**, 64, counsel, Warner Bros. Pay-TV, Cable & Network Features, died Nov. 4 of lung cancer. A longtime entertainment industry lawyer and executive, Berger held positions at many of the top firms in the business, including Ashley Famous International (now ICM); Screen Gems (now Columbia Pictures Television); the Hearst Co.; International Film Writers, and American Broadcasting Co. He also served as a producer for the 1968 Beatles film "Yellow Submarine." Berger had been at Warner Bros. since 1993. He is survived by his wife, Florence; four children, and three grandchildren.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**FCC commissioners late last week approved Evergreen Media Corp.'s acquisition of Pyramid Communications' 12 radio licenses.** The \$306.5 million deal required temporary waivers of local and national ownership restrictions. FCC Chairman Reed Hundt, whose former law firm represents Evergreen, did not participate in the vote.

**American Radio Systems Inc. has decided not to buy Marlin Broadcasting Inc.'s classical FM stations in Detroit and Philadelphia** (BROADCASTING & CABLE, Oct. 30). Both parties declined comment on how the \$70 million deal fell apart. The acquisition of WQRS-FM Detroit and WFLN-FM Philadelphia was complicated by the fact that ARS planned to buy them—along with Marlin's other station, WTMJ-FM Miami—then sell the Miami station back to Marlin for \$20 million. The deal would have put ARS into two top 10 markets. With 21 stations, ARS is now in only one top market: Boston, where both companies are based. Marlin CEO Howard "Woody" Tanger says he has no plans to find another buyer for the stations. Instead, he will concentrate on boosting the revenue of the Detroit and Philadelphia stations, which he says fell slightly after the deal was announced in October.

**Don't count on a TV interview with O.J. Simpson in the near future,** says Simpson's primary attorney, Johnnie Cochran. Last week Cochran said Simpson won't give any television interviews until after the conclusion of his civil trial, scheduled to begin next spring. CNN and representatives for Simpson met last month to discuss a no-holds-barred interview on CNN's *Larry King Live*.

**A former board member of Tele-Communications Inc.'s Liberty Media and his wife were charged by the Securities & Exchange Commission with insider trading** during Bell Atlantic's failed 1993 takeover bid of TCI and Liberty. In a complaint filed in U.S. District Court in Philadelphia last week, the SEC charges that Harold Fitzgerald Lenfest and Marguerite Lenfest used knowledge of

Bell Atlantic's proposed takeover—learned at an October 1993 Liberty board meeting—to earn \$120,750 in illegal profits on TCI stock purchased before the announced merger. The Lenfests issued a statement denying any wrongdoing.

**A host of computer hardware and software companies, including IBM, SGI, Netscape and software giant Microsoft, agreed last week to license Sun Microsystems' Java product for the Internet.** Java is an object-oriented programming language that operates independent of any operating system or microprocessor. "Java is now the de facto programming language for the Net," said Jon Kannegaard, COO of Sun's Java products division. "Software developers can write Java applications once and they will run anywhere." Mitsubishi Electronics also plans to embed Java into silicon chips, enabling it to work in interactive set-top boxes and VCRs.

**A congressional House Ethics Committee has dismissed as groundless charges that Jones International's cable channel Mind Extension University gave the equivalent of thousands of dollars of free political time to House Speaker Newt Gingrich** (R-Ga.) by carrying his college course. The committee ruled that Gingrich's tele-course, produced at Reinhart College in Georgia, met the parameters of ME/U's other tele-courses and didn't constitute a gift.

**Track star and five-time Olympic medalist Florence Griffith Joyner has signed to be the sports anchor for *Later Today*,** a live syndicated newscast scheduled to premiere in March. *Later Today* is billed as a G-rated hour with "no blood, no guts, no body bags" aimed at homemakers. Based at the Disney-MGM Studios in Orlando, Fla., *Later Today* will offer four live newscasts, each geared to a different region and time zone, to air weekdays at 9 a.m. Veteran local news producer Glenn Barbour heads the *Later Today* Television Newsgroup.

**UPN has picked up sitcom *Minor Adjustments*,** which was not renewed by NBC, and will pair it with new comedy *Moesha* in the Tuesday

8-9 p.m. slot beginning Jan. 23 (*Moesha* will air at 8). The two comedies take the place of *Deadly Games*, which was canceled. *Live Shot*, which airs Tuesday at 9 p.m., has not been picked up but will continue to be evaluated.

In what is being described as a first of its kind, **Los Angeles-based RP (Retinitis Pigmentosa) International is producing *The Eyes of Christmas*,** which will use stars and industry luminaries to describe sights of Christmas for blind adults and children. The special will air on Christmas Eve, with stations able to pick up the satellite feed free. In Los Angeles, it will be seen on KCOP-TV at 2:30-5 p.m. with an edited radio broadcast on KIEV(AM) Glendale, Calif., as well as simultaneous coverage on the Cable Radio Network. The program also will feature the premiere of TheatreVision, which was created by Helen Harris, founding president of RP International. TheatreVision presents a separate narration track that describes the video.

**Group W and the NBA's Indiana Pacers have signed a multiyear cable distribution deal** that will bring Pacer games to roughly 700,000 households in the Indianapolis metro area. The agreement allows Group W to sell individual packages of games to cable operators. The deal, signed last week, calls for 28 regular-season Pacer games to be carried by Time Warner-owned American Cablevision in Indianapolis starting Dec. 5. The Pacers own NBA broadcast rights for a 75-mile radius around Indianapolis.

**The FCC proposes to continue using Arbitron ADI market definitions** for administering must-carry/retransmission consent rules. A proposal issued last Friday seeks comments on how the commission should define TV markets now that Arbitron has stopped publishing ADI market areas. The notice cites the possibility of switching to Nielsen DMA designation, but tentatively concludes that maintaining the ADI market definitions will provide more stability in the broadcast signal carriage process. Comments on the proposal are due Jan. 19.

## WASHINGTON

### DBS decision

FCC commissioners are considering final rules on next month's planned auction of DBS spectrum. The commission last fall decided to put spectrum on the auction block after reclaiming it from Advanced Communications Corp. Sources say commissioners last week were discussing a provision in the revised DBS service rules that would limit cable companies to holding channels at only one of three DBS orbital locations that cover the continental U.S. Officials say the commissioners could vote on the item early this week.

### Cooling down

It appears that the four network seats on the National Association of Broadcasters board are safe for at least another year. Joint Board Chairman Phil Jones, president of Meredith Corp., said last week that the board is leaning against voting on the issue at the January board meeting. Jones and other board members claimed earlier this year that the networks were exerting a disproportionate degree of influence on the NAB. Tension between the affiliate representatives and the networks came to a head this summer as Congress took up the issue of ownership limits for television stations. The affiliates opposed any increase, but the networks, which favor an increase in the caps, blocked the NAB from taking a stand on the issue. But with a fight over spectrum still looming, affiliates are reconsidering a proposal to loosen their ties to the networks.

## HOLLYWOOD

### Heeeeeere's Danny

Danny Bonaduce's days as a daytime talk show host may be numbered, but one Bonaduce booster close to the show says there's a chance that *Danny!* will be revamped for late night next season. Although Buena Vista Television officials say the idea hasn't been given serious consideration, sta-

tion sources say BVT sales executives have been dropping hints to the contrary. Although *Danny!* is struggling in daytime, Bonaduce's irreverence might play better with young men in late night. Bonaduce conceivably could take over the late-night slots now occupied by BVT's low-rated *Stephanie Miller* on Chris Craft-owned stations, many of which bought both shows. The clock is said to be ticking for Miller's show, but BVT has told stations it has faith in Bonaduce.

### Late night, take two

In still more late-night talk news, Group W is said to be close to unveiling *Paget*, a late-night strip hosted by newcomer Paget Brewster, for launch next fall. The show had a 12-week trial run on Group W-owned KPIX(TV) San Francisco last spring. Brewster, a twentysomething San Francisco resident, worked as a bartender and rock singer before landing her latest gig.

### FCB talk

Foote, Cone & Belding is backing a new soft talk program that it hopes broadcasters will seek out in response to the wave of criticism of sensational TV programs (see story, "Top of the Week"). One source said the program will be issue-oriented and will have a two-host format modeled loosely on *Regis & Kathie Lee*. That approach is the going thing, with at least five new shows featuring the team-host concept. A pilot could be ready as early as this week, with a formal debut in time for NATPE.

### BVT beat

Buena Vista Television is said to be developing a pilot for a late-night show with former MTV personality and *TV Nation* correspondent Karen Duffy. Sources say Buena Vista is working on the project with the British TV production company Planet 24, but the show is not expected to be among BVT's new offerings at NATPE next month.

## NEW YORK

### Taking stock

CNBC plans to add a new show to its daily daytime schedule. The yet-to-be-named midday show, to run 12:30-2 p.m. daily, will be a stock market update modeled after the network's early morning *Squawk Box*, which uses a sports pregame show-like format to preview the day's stock market opening.

### Avid News in '97

Avid Technology plans to launch Avid News, a newsroom automation system, in 1997. Avid News will use multimedia PC-based workstations to deliver video to journalists while they compose scripts; editing at the workstation also may be incorporated. Avid will be offering "tool kits" of new functionality to its NetStation and NewsView products in the interim, and Avid newsroom system product marketing manager Blair Wheeler hopes to bring video to the journalist's desktop by the end of 1996.

### Online expansion

Warner Bros. Online is expanding its presence on America Online. It plans to announce this week several new sites promoting Warner Bros. shows and several entertainment sites with original content. Warner Bros. currently uses AOL to promote the WB Network, Kids WB, *Extra*, *Babylon 5*, DC Comics and Warner Records.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"The ski slopes are icier than we first reported..."

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## Do or die

Picture this. A line 1,691 broadcasters long, standing outside 1919 M Street in Washington, petitioning the FCC for digital channels on which they'll broadcast HDTV. Day and night, winter and summer, they stay there until the FCC turns over the frequencies and jump-starts the digital age.

After that, all in broadcasting rest easy. They have to pay a stiff entry fee, of course, but the future of free, over-the-air TV is assured, for the country and the industry.

That's what would happen if broadcasters realized the seriousness, and the enormousness, of the opportunity they'll either seize or forfeit in the next year. No less than their 21st century is at stake.

The first piece of the puzzle fell into place when the FCC's Advisory Committee on Advanced Television Service served up the Grand Alliance standard upon which digital broadcasting and high definition will depend.

Now: the FCC must allot the frequencies.

After: it determines whether incumbent broadcasters should automatically be given a new channel.

Or: it decides to put all this new spectrum up for auction.

If this is a pivotal moment in history, so is the debate over the public interest standard, or public trusteeship, a pivotal subject of our time.

The broadcasters who first went on the air under the Communications Act of 1934 pretty much knew what the phrase "the public interest, convenience and necessity" meant. But a new concept began to emerge during the past decade: the marketplace concept. It held that what was good for General Motors was good for the country. The public interest/public trustee concepts held that the government knew best what the public needed.

Those two ideas are at war in Washington today, and broadcasters—and their digital channels—are in the middle. The marketplace concept would sell spectrum to the

highest bidders, and let them do with it as they will. The public trustee model would turn over spectrum for free but put a string on its use. Thus the battle over children's television, and political advertising, and whatever else an imaginative FCC or Congress dreams up.

Is it in the best interest of the broadcasting industry to continue as a public trustee as the price for perpetuating what the founders of this magazine called "the American way of broadcasting," supported by advertising and designed to reach all the people, free?

This debate is going to occupy broadcasters and their policymakers for some time. The electric universe will continue to grow, with ever more programming from ever more quarters. But there aren't going to be any more over-the-air TV stations (or licenses) out there; what you see is what you'll see. A prudent broadcasting industry will lock in that investment for the next century. Get in line.

## Keep 'em talking

TV talk shows are like those weighted punching bags that pop back up no matter how hard you hit them. The ratings for the newest crop have been uniformly unimpressive. And then there is the image problem. Some in Washington, and elsewhere, have risen up to chastise the industry for the increasing sleaziness of daytime talk.

Despite those dual hits, talk continues to proliferate, with a dozen or more new shows ready to roll in 1996. Unfortunately, throwing them against the wall to see which sticks has come to describe not only the business plan, but much of the content. We hope, therefore, that the new and returning talk shows that have promised to clean up their act will follow through on that pledge.

The final arbiters of taste, of course, will be the viewers. Broadcasters can throw the classiest party imaginable, but that's of little use if no one shows up.

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### Circulation

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Sol Taishoff (1904-1982)

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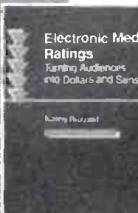
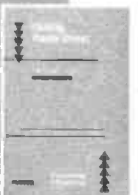
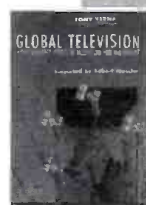
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